

THE KELOWNA COURIER

VOLUME 41

Kelowna, British Columbia, Tuesday, August 1st, 1944

NUMBER 2



Kelowna's 38th International

REGATTA

Wed. & Thurs., Aug. 2 and 3

*To Assist This Crusader to Become
Re-established in Civilian Life.*

HEADACHE ABSORBERS



FINCH and MCGILL,

Secretary-Manager and President of the Kelowna Aquatic Association, respectively. They do not look it in the picture, but these are the lads who absorb all the headaches arising out of the Regatta. When anything goes wrong it is up to Finch and McGill to explain it away or put it right.

FOUR DANCES AT REGATTA

Entertainment Each Night At
Aquatic And I.O.O.F.

Two dances each night at the Kelowna Aquatic pavilion and the I.O.O.F. Hall will feature the entertainment program at this year's liberation Regatta.

In the past there has been only one dance on Wednesday night but, owing to the great interest shown this year in the Regatta, the directors

have decided to stage a Wednesday hop at the I.O.O.F. Hall also.

Carl Dunaway's orchestra will swing and sway at the pavilion, providing the excellent music heard at Aquatic dances all summer. The band will be enlarged for the Regatta dances, and special entertainment features are promised for the crowd of merry-makers that will pack the floor.

It is expected that Saxie DeBlas and his jivers will wow the hep-cats at the I.O.O.F. Hall, and youngsters will have the latest in hot licks to keep them in the groove.

These four dances make up the finest dance menu possible to go with an outstanding Regatta program.

Thirty-Eighth International Regatta Gives Sure Promise Of Surpassing Predecessors

Next Week's Aquatic Show Seems To Have Everything To Make It Kelowna's Most Outstanding Regatta—Competitors Will Be Here From Points As Far Distant As Montreal And Toronto—Canada's Best Swimmers To Attend—North America's Best Men Divers Will Perform—Many High Dignitaries And Officials Will Be Present—Night Performances Will Be Spectacles Of Beauty And Of Warfare—Never Before Have Prospects For A Great Show Been So Bright

Lieut.-Governor Heads Large Delegation Of Civilian, Army And Air Force Officials

FOR seven years now The Kelowna Courier has issued a special Regatta edition, but never before has an issue gone to press when it could honestly be said that the prospects for an outstanding Regatta were brighter than they are at this moment. At press time there was every indication that this 38th International Regatta would surpass all its predecessors in competition, in color, in fun, in entertainment and in goodwill building.

Certainly in no previous Regatta has there been such a group of outstanding swimmers from distant points. They will be present from as far east as Montreal and Toronto, and from points, it is expected, as far south as San Francisco. These swimmers came to British Columbia to compete in the Canadian swimming championships, held this year in Vancouver, and swimmers from Montreal, Toronto, Winnipeg and Saskatoon are remaining in the province for the sole purpose of swimming here. No less than nine of the crack Toronto team will be present. These visitors undoubtedly are Canada's leading swimmers, and their presence presents a rare opportunity for local people to see the nation's best. Add to this competition the usual high class swimmers who come here from adjacent American cities, and it can safely be said that keen and outstanding competition is assured.

Another angle which will be outstanding this year is already evident. That is the number of visitors of great and small renown who will be in attendance to see Western Canada's greatest water show. These invading guests will be

headed by His Honor the Lieutenant-Governor of British Columbia, with several distinguished companions. The officer commanding the Pacific Command—the head of the Canadian Army on the Pacific Coast—will also be here, as will be the officer commanding the Western Air Command. Thus the highest officials of Army and Air Force will be present. It seems rather odd that the Navy is not represented—particularly as it is primarily a water show!

For some weeks now the problem of accommodation for guests desiring to attend the Regatta has been a matter of grave concern. The accommodation of the city has been booked to the limit, and many persons who had planned to attend will not be here simply because accommodation is not available.

The diving this year will be a privilege to watch. Both Al Patnik, of Seattle, and George Athans will be here, and that means that Regatta attenders will have the opportunity of seeing the very best diving on the continent. Diving authorities acknowledge that Patnik would win the crown without difficulty if the championships had not been suspended due to war conditions. The last time these events were held Patnik placed a close third, and it is said he has improved to such an extent since that time that he would now win the crown. George Athans is rated right behind Patnik. There is little doubt that the diving this year will outrank any that has gone before and that these exhibitions will be one of the highlights of the whole show.

The Regatta program has never wanted for attractions. In fact the Regatta has built its name on the fact that the program never lagged, and that there was never a dull moment. The most frequent complaint, indeed, has been that one was unable to watch everything at once. Exactly the same complaint will be heard this year, we are afraid. The program is filled with comedy and thrills, and there are a number of feature attractions which will serve to vary the menu to tease the palate of the most demanding taste.

Both evenings promise to be outstanding. The Wednesday night show, centred around the Lady-of-the-Lake contest, has every indication of being the most outstanding and spectacular event of this type held here. On Thursday night the Commando raid will give Kelowna people far removed from the actual fighting a little taste of just what such a raid means. In passing, we may say that we have seen the plans and believe that this show is being efficiently handled and will give the spectators a real thrill. It should be on the "must" list for all persons.

The securing of a brass band has caused the directors a great deal of worry. There will be three or four

LADY OF THE LAKE



MISS SHIRLEY MUIR,

charming Vancouver swimmer, who has had many triumphs here and who last year was selected as the Lady of the Lake to rule over the 38th annual Regatta this year. Miss Muir is as popular as she is a pretty and talented swimmer.

bands in attendance, including our old and close friends from Wenatchee, and there will be plenty of music and color. However, the directors have desired to obtain a first class brass band. By the time this is read it will be known whether or not they have succeeded. As this is written there have been several disappointments, but there are now high hopes that a splendid band may be in attendance.

This article makes no attempt to cover the Regatta details. That is left for the pages that follow. The purpose of this story is to say simply that we who have handled seven Regatta issues and have been acquainted with the minutest details of the Regatta, the plans, the troubles, the surprises and the disappointing famous.

Record Breaking Group Of Aquatic Stars Here For Liberation Regatta

Champions From All Over Canada Arrive For Great Aquatic Gala—Eastern And Western Stars Will Fight For Trophies—Fine Army Team From Brantford—Shirley Muir Heads Ladies.

APPROXIMATELY sixty swimming and diving stars from eastern Canada and the Pacific northwest, plus some prairie competitors, will enter the senior and junior B. C. championships and the open events at the 38th Kelowna International Regatta Wednesday and Thursday afternoons.

The class of competition is the highest in Kelowna's history and many of the entrants are holders of Canadian titles.

Heading the list of Ontario competitors is Doris Geldard, who holds all junior medley records and four Ontario titles. She holds two Canadian championships. Her team mate, Jean Mowat, is past Galt trophy champion, and is the holder of the Quebec senior 100 yard breaststroke and backstroke titles, and several Ontario records.

Another is Margaret junior ladies champion in freestyle events which she won at Vancouver recently. She will be hard to beat and is the possible junior aggregate winner.

Barbara Huh is a fine senior swimmer who will place in many events and will win her share.

Gwen Causton is a promising junior who will enter all events in her class.

Ross Charlton is another promising junior who is touted as a future Canadian champion.

Robert Dean, brother of L/Cpl. John Dean, is from the Marlborough Club, of Toronto, and is following in his brother's footsteps. He swims in junior back, breast and freestyle events, and is Ontario junior breaststroke titlist.

From Winnipeg is Mrs. Catherine Kerr, who holds a few home province and Western Canada. She is equally good in sprints and distance events.

The Army team from Brantford B.C. is a starry bunch of naturals, with L/Cpl. John Dean the main threat. He holds three Canadian titles, the two mile freestyle, the 200 and 400 yard backstroke titles.

Along with Dean are Cpl. H. James, L/Cpl. Ron Leonard and L/Cpl. M. Warrall. All are very good and will bring plenty of competition to the aquatic events. Leonard is an artist of note and his sketches of Regatta personalities are interesting studies.

Lieut. C. Glenn is in charge of the party.

From Saskatchewan are coming Mrs. Audrey Jones, who is a diver of note, and Bob Hay, who holds prairie titles.

Archie McKinnon is bringing a full team of swimmers, and Ted Rau will again be trying for the diving crown which he won last year.

Bill Turkington won three races here last year and took the Canadian 150 yard medley title and broke the Canadian record in Vancouver last month.

Bob Johnstone skipped the Canadian meet to appear here. He holds the mile here last year and three other middle distance events. He is a fine swimmer and sportsman and extremely popular in Kelowna.

A newcomer is Thornton Ope, who paced Roddy Andrews in the 100 yard junior, and looks like a good bet in all junior men's events.

Dick Bowden won the B.C. 100 yard backstroke title last year and followed this by annexing the Canadian title. He is a member of Victoria's championship junior freestyle and medley relay teams.

ARMY TEAM RATED BEST IN CANADA

Brantford Group Here Through Co-operation And Interest Of Its Commanding Officer—Did Well At Canadian Championships In Vancouver

It is due entirely to the understanding and enthusiasm of Lt.-Col. H. Y. Cory, V.D., commanding officer No. 20 C.I.B.T.C., Brantford, Ontario, that what is probably the outstanding swimming team in the Canadian Army is in attendance to compete in this Regatta. Col. Cory in his younger days was a former outstanding athlete and starred on several University of Toronto teams. He was a football player of considerable ability.

Peter Salmon is another Canadian junior title holder. Although only 14, he won the 100 yard backstroke and the 150 yard individual medley swim for two Canadian crowns. He is also a member of the relay teams.

Wade Hanson, from Yubou, V.I., is another promising junior freestyler, and Martin Ople is right up there with him in spite of his 13 years.

Four fine lady swimmers are here also from the Victoria "V". Marina Booth is a consistent performer in any style and is good for a place in most events.

Ina Salmon is a fine all-round swimmer and took a second and third in the Canadian 100 yards backstroke and the junior medley.

Joan Morgan is another fine performer who won the junior half-mile here last year. Also a pointer-getter in breast and backstroke.

Alleen Smythe is a freestyle specialist who is a member of the championship relay team holding the B.C. titles.

Victoria won seven firsts, five seconds, and six thirds at Vancouver. Six of the wins were Canadian titles.

Schoenauer will again represent Seattle and is a consistent performer in all styles.

Spokane will have a team of juniors with Bob Puckett and Genevieve Lane probably among them. No list of entries has been received up to press time but the famous Spokane Round Table is backing the team and it is certain that they will be good performers.

Shirley Muir, a Lady of the Lake, heads the Vancouver Swimming Club entries and she will be a busy gal during the two days with her responsibilities and competing in many events. She holds five Canadian and two open titles in senior events.

A complete list of the other V.S.C. swimmers here is not available but it is expected that Terry Connolly, Canadian champion distance star, and about ten more will be on hand with Ken Muir in charge.

A new addition to the ranks of competitors will be a team of 11 who are the star attraction on both days. They are the juniors who are making their first trip to Kelowna and the directors hope it will be the first of many.

Some weeks ago it was intimated that a team of swimmers, accompanied by Mrs. Noel Morrow, would be on hand. Nothing more has been heard from this group but it is hoped that they can keep their promise to be present.

Finally, the star attraction of Al Patnik and George Athans should be mentioned along with the other aquatic stars. It is unnecessary to elaborate on these two fancy divers who are the star attraction on both days. The whole list adds up to the finest lot of aquatic competition ever assembled in Kelowna and a glorious two-day gala is a certainty with so many outstanding entrants.

SPECIAL EVENTS PRECEDE LADY OF LAKE CONTEST

Rhythmic Swimming Is Highlight—Comic Angling Contest

The special events that will precede the Lady of the Lake contest on Wednesday evening will be the rhythmic swimming and comic angling contest.

The dedication of the Honor Roll will be carried out by Hon. Captain J. P. H. Stewart, chairman of the Vernon Camp, who will lead the prayer of dedication before the massed assembly.

This solemn ceremony will be followed by the unveiling of the Roll by General Peakes, and the benediction and the national anthem will conclude the proceedings.

The Roll eventually will bear the names of all Kelowna and district men and women who have served in the Allied Forces during the present conflict. Names of those serving in the Merchant Navy will also be added to the Roll.

The ceremony will take approximately one-half hour and will precede the regular program of events on Thursday afternoon. Spectators are urged to be in their seats prior to the opening of the program, which will commence with the singing of "O Canada" (Buchan).

This spectacle in the cool of the evening will present a diving trio whose routines are unequalled among fancy divers anywhere. It will be a show of outstanding merit in itself and worth double the price of admission alone, apart from the other special events and the main feature.

The third item preceding the beauty pageant is an original comedy entertainment feature which matches a "human fish" against the expert fisherman. The angler will endeavor to land his "fish" on light tackle, with the swimmer fighting every inch of the way to regain his freedom. It will be an interesting and instructive display of angling prowess, in addition to having comic features that will lay the crowd in the aisles.

Betting that the "fish" will never be landed is a popular wager, but expert fishermen state definitely that the quarry will not escape in spite of the light tackle used in the contest. Excitement should reach a high point before the duel is at an end, and the outcome is apparently far from certain.

Special musical effects will take place during the evening and will add a lot of color to the setting under the stars. The rhythmic swimming display and the angling contest will take place, of course,

LT. GOVERNOR IS MEMBER OF PIONEER FAMILY

Regatta Commodore Is Head Of Great Merchandising Firm

His Honor Lieutenant-Governor William Cuthbert Woodward, commodore of the 38th Kelowna International Regatta, has been closely identified with business and community life in Vancouver during the past quarter-century.

The Lieut.-Governor succeeded Hon. Eric W. Hamber as His Majesty's representative in British Columbia approximately two years ago.

Shortly after the outbreak of the present war, he accepted a post as advisor to the Federal Government upon trade and production, which he resigned to assume his present position.

He is a member of a pioneer Vancouver family which has been closely associated with the growth and development of Vancouver during the past forty years.

His father, the late Charles Woodward, founded the merchandising firm which bears the family name, and the Lieut.-Governor actively directed the affairs of the large enterprise up to his acceptance of his present office.

He served through the First Great War and now holds the rank of colonel.

In his younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

He will arrive in Kelowna on Thursday afternoon to preside over the aquatic events and attend the banquet and the special evening entertainment which will close down the curtain on the Liberation Regatta.

His younger days he took an active part in rowing and aquatic events and he has always been keenly interested in sailing and open water sports. His genial personality has made him a popular figure in the public and private life of the province, and his visit to Kelowna is awaited with interest by citizens of the Okanagan.

Commodore



HIS HONOR LIEUT.-GOVERNOR W. C. WOODWARD

who has graciously consented to act as Commodore of Kelowna's thirty-eighth International Regatta. His Honor will arrive on Thursday afternoon. He will be accompanied by Mr. C. A. Cotterell.

CROP DAMAGE RESULTS IN HEAVY FINE

Mrs. A. Cramer Guilty Of Destroying Cus And Trees In Glenmore

Mrs. Annie Cramer was fined \$15.00 and \$20.00 respectively on charges of malicious damage to cucumbers and trees when she appeared before Stipendiary Magistrate McWilliams last week. In addition, the defendant must pay by way of compensation for the damage incurred a sum amounting to \$100.00.

Max Wiskey, who accompanied her on the foray against the crops and trees on July 22 last, was fined \$25.00 and \$20.00.

The two defendants were charged jointly and entered a plea of guilty to damage to cucumbers, which was assessed at \$100.00.

They were found guilty of damage to six fruit trees after a hearing in the Cassara Block last Saturday. E. C. Weddell appeared for the prosecution, Glenmore Municipality, and J. H. Gordon was counsel for the defendants.

Evidence showed that the couple went to the farm of Mr. and Mrs. M. Duguez, in Ellison, about midnight on Saturday, July 22, and were caught while damaging cucumbers and fruit trees. In the resulting fracas both received injuries from attacks by the Duguez family and Mrs. Cramer was taken to the hospital for treatment for a cut on her face and bruises.

The defendant Wiskey is a newcomer to the district and was defended by the woman by the magistrate.

BILLET CALL WELL ANSWERED, CHAIRMAN SAYS

"It has been wonderful the way the people have come through and helped us out in the pinch," Mrs. E. R. "Sally" Winter, chairman of the Billetting committee, told The Courier. "It seems that every house in town is having guests this week, but, despite this, we have been promised eighty-six billets, which is an extremely gratifying result. It is astounding the way people will co-operate."

"We knew this year that the billeting problem would be harder than ever. We knew that we would need more billets and we knew that many people who formerly did assist us would be unable to do so. At first it was extremely tough, but gradually the pool was built up until now I think we have reached the safety mark."

The Courier ran an item to the effect that we were having a little difficulty. The response was splendid. In fact, one woman called me before nine o'clock on that Thursday morning to say she would take two swimmers. She is a woman who has her hands full, too, and it is such things as that which bring a warm glow to your heart."

"There are many people who have made considerable sacrifice to assist, and we appreciate it. There are some, of course, who could very easily make a real show for themselves, but the response has been extremely gratifying."

"Then there was Lorraine Fischer from San Francisco. She phoned her coach by long distance, but he said she should return for the meet there. She, too, was trying to arrange to fly up."

"Golly! I was simply bowled over the way these kids came up to me in street cars and other places and started to talk about Kelowna."

"This experience certainly opened my eyes to the value of the Regatta as a publicity medium for the town and the manner in which its fame as a real show has spread to all parts of the country. It certainly was a gratifying boost."

"Why the Toronto coach was dumfounded when he saw our program and that we actually put times for swimming races on it. He had never heard of a swimming meet running on a schedule that permitted that."

Municipalities Ask Definite Statement By Premier On Power

Kelowna And Penticton Face Substantial Loss Of Revenue—Will Government Take Over Retail Power Sale?—Housing And Health Standards In Country Must Be Controlled—Jones Describes Convention

DELEGATES at the quarterly meeting of the Okanagan Municipal Association, held in Kelowna last Thursday, called on Premier Hart to definitely outline the Government's plan for the taking over of hydro-electric corporations in the Interior, and asked Victoria to enforce adequate building and health standards in areas adjacent to organized centres.

Delegates agreed on the principle of cheap power through government ownership, but supported the contention that cities now retailing electricity should be allowed to retain their franchise.

Smaller municipalities, such as Penticton, expressed no opposition to the purchase by the Provincial Government of their power plants, as little or no profit accrued and funds were not available for expansion under private ownership.

Kelowna and Penticton led the attack on the suggestion that the Government would take over the entire power set-up in B. C., including retail distribution by civic corporations. These communities realized profits of approximately \$40,000 per annum from sale of power purchased wholesale from hydro-electric companies.

It was alleged by Mayor G. A. McKay and Ald. O. L. Jones, of Kelowna, that purchase of the city's assets was not good enough even if the price received was adequate. Ald. Hughes-Games urged that the Government be asked to give such communities an annual share of the profits in addition to the purchase price. This plan is followed in Ontario.

The discussion was handicapped owing to the fact that there is still no assurance from Premier Hart as to the Government's plans for power in the Interior. It is not definitely known that cities now retailing power will be forced to discontinue, although the consensus of opinion among the delegates seemed to be that this would be done.

A further complication was the question as to rates. As the end in view is low rates to consumers, it was agreed by the majority that present rates would be cut drastically, and this would reduce the present high profit secured.

Mayor McKay expressed the belief that the Government had not the power to interfere with private civic corporations, but this viewpoint met with little support.

Ald. O. L. Jones pointed out that loss of revenue from power would mean another 15 mills on the tax rate, and he said that the fairly high electric rate in Kelowna was in the nature of a tax. Additional land taxes were viewed with alarm, but these were inevitable if power profits were wiped out, it was stated.

A committee, consisting of Mayor Howrie of Vernon, Association president, and J. Wright, City Clerk of Kelowna, was instructed to write the Premier asking for a definite statement of intention and policy regarding government ownership of power in the Interior. It was pointed out that, until this information is at hand, no city or municipality can intelligently consider the matter.

Control of Housing
A resolution covering control of housing in unorganized districts adjacent to cities and district municipalities grew out of tentative resolutions from Vernon and Penticton.

Pointing out that shacks built near organized communities were a menace to health and safety, the resolution asked that such residents be compelled to conform to the same standards as residents of organized communities.

This resolution was drafted by a committee headed by Ald. Hughes-Games, of Kelowna, and was passed unanimously.

Delegates agreed that small shacks with an absence of sanitary facilities were going up like mushrooms immediately outside city limits, where no building restrictions existed.

Other Resolutions
A large number of other resolutions were considered by the meeting during the afternoon session. Some of these were dropped and others were approved "in principle."

A few others had already been passed at the meeting of Mayors and civic representatives held recently at Montreal.

Penticton introduced the question of trade licences being based upon gross sales or net profits. This involved power to investigate the books of each firm, and it was argued that this was not possible.

Penticton was advised to set a licence fee for large business organizations and then offer a discount to any firm that could prove it came under a certain annual turnover limit. This placed the onus on the business. This plan is in effect in Kelowna and works well, delegates were told.

The question of superannuation funds was also brought up through a Penticton resolution advocating minimum payments of \$100 per month for long service employees. The whole question of the fund was reviewed by Ald. O. L. Jones, of Kelowna, who told delegates that the fund had broken down in its early stages owing to retirement of men who had worked only a few years. The Government had stepped in and had reorganized the fund, but a drastic reduction had taken place in order to place the fund on an actuarial basis. The suggestion that retirement ages be 55 and 60 was not practical at present, as corporations would be left without key men. A committee will secure further information on the fund.

The meeting adopted in principle a recommendation from Vernon that vocational and technical training schools be established in the Okanagan and Main Line districts.

Compensation by the Department of National Defence for road damage by heavy Army vehicles was advocated, and payment by the Provincial Government for damage to

IN THE Spotlight

• LEO BARKIN
Great Can. Pianist
• CHARLES JORDAN
Romantic Canadian
Baritone
• ERIC R. GOLD
Assistant to the Rent
Administrator
Music by
LUCIO AGOSTINI
25-piece Orch. - 10-voice Choir
With the songs of Allys Robi

CKOV 430
p.m.
SUNDAY, AUGUST 6

THE TASTE TEST TELLS

Mix a drink with tap water—or ordinary "soda."

Then mix another with Canada Dry's Sparkling Water.

You'll be amazed at the difference in taste!

IT'S ALKALINE
Special ingredients give it a definitely alkaline reaction.

IT'S VITALIZED
Pin-point carbonation gives it that million-bubble sparkle.

IT LIVES FLAVOUR
It points up flavour—makes any drink taste better.

3 CONVENIENT SIZES

CANADA DRY'S Sparkling Water

THE WORLD'S LARGEST SELLING CLUB SODA

TRY COURIER WANT ADVT.

Presentation Of Honor Roll Will Be Impressive Ceremony

Maj.-Gen. G. R. Peakes Will Be Chief Speaker — Mayor McKay Chairman

The dedication of the Honor Roll which is being presented to the City of Kelowna by the Government of Canada on Thursday afternoon is an event of unusual interest and special significance.

Maj.-General G. R. Peakes, V.C., C.B., D.S.O., Officer Commanding Pacific Command, is visiting the Regatta in order to make the presentation in an impressive ceremony in front of the Aquatic grandstand.

Mayor G. A. McKay and other civic representatives will represent the City, and officers attached to the Royal Canadian Navy and the Royal Canadian Air Force will also be present at the ceremony, which is scheduled to begin at 1.25 Thursday afternoon.

Mayor McKay will lead off with a short address of welcome to Maj.-General Peakes and other representatives.

The hymn "O God Our Help" will follow, with the Penticton City Band providing the music.

After the hymn, General Peakes will give the dedication address.

The dedication of the Honor Roll will be carried out by Hon. Captain J. P. H. Stewart, chairman of the Vernon Camp, who will lead the prayer of dedication before the massed assembly.

This solemn ceremony will be followed by the unveiling of the Roll by General Peakes, and the benediction and the national anthem will conclude the proceedings.

The Roll eventually will bear the names of all Kelowna and district men and women who have served in the Allied Forces during the present conflict. Names of those serving in the Merchant Navy will also be added to the Roll.

The ceremony will take approximately one-half hour and will precede the regular program of events on Thursday afternoon. Spectators are urged to be in their seats prior to the opening of the program, which will commence with the singing of "O Canada" (Buchan).

This spectacle in the cool of the evening will present a diving trio whose routines are unequalled among fancy divers anywhere. It will be a show of outstanding merit in itself and worth double the price of admission alone, apart from the other special events and the main feature.

The third item preceding the beauty pageant is an original comedy entertainment feature which matches a "human fish" against the expert fisherman. The angler will endeavor to land his "fish" on light tackle, with the swimmer fighting every inch of the way to regain his freedom. It will be an interesting and instructive display of angling prowess, in addition to having comic features that will lay the crowd in the aisles.

Betting that the "fish" will never be landed is a popular wager, but expert fishermen state definitely that the quarry will not escape in spite of the light tackle used in the contest. Excitement should reach a high point before the duel is at an end, and the outcome is apparently far from certain.

Special musical effects will take place during the evening and will add a lot of color to the setting under the stars. The rhythmic swimming display and the angling contest will take place, of course,

Special musical effects will take place during the evening and will add a lot of color to the setting under the stars. The rhythmic swimming display and the angling contest will take place, of course,

Special musical effects will take place during the evening and will add a lot of color to the setting under the stars. The rhythmic swimming display and the angling contest will take place, of course,

Special musical effects will take place during the evening and will add a lot of color to the setting under the stars. The rhythmic swimming display and the angling contest will take place, of course,

Special musical effects will take place during the evening and will add a lot of color to the setting under the stars. The rhythmic swimming display and the angling contest will take place, of course,

Special musical effects will take place during the evening and will add a lot of color to the setting under the stars. The rhythmic swimming display and the angling contest will take place, of course,

Special musical effects will take place during the evening and will add a lot of color to the setting under the stars. The rhythmic swimming display and the angling contest will take place, of course,

Canning SUPPLIES

- CANS, plain or lacquered
- JARS
- RINGS
- CANNING MACHINES
- BINDER TWINE - HAY FORKS

JUST RECEIVED!—A large shipment of



CORN AND HAIR
BROOMS

We have a good stock of
SHERWIN-WILLIAMS
PAINTS & VARNISHES
and would advise you to get your
requirements!

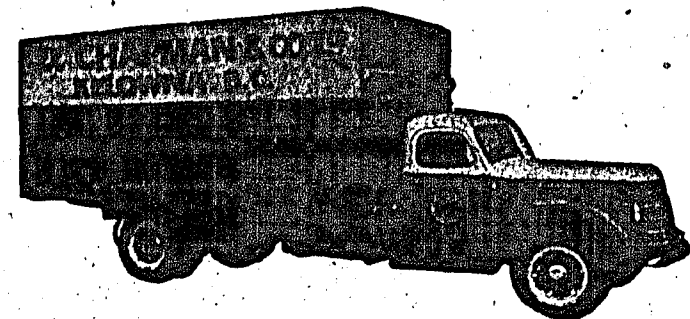
SEEDS - SPRAYS - FERTILIZERS

KELOWNA GROWERS' EXCHANGE
Phone 29 FEED STORE Free Delivery

D. Chapman & Co., Ltd.

Motor Haulage Contractors, Warehousemen and Distributors.
Contracts taken for motor haulage of all descriptions.

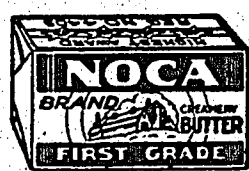
PHONE 298



- Furniture vans for long distance and local moving.
- Furniture packing, crating and shipping by experienced help.
- Daily Public Freight Service—Kelowna to Penticton.

COAL DEALERS

NOCA BUTTER

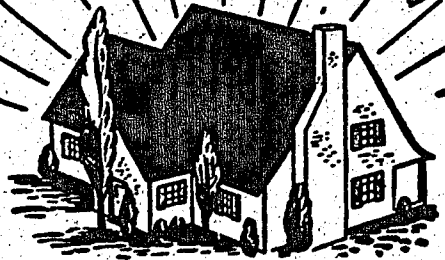


Made in the Okanagan Valley
by 1,200 Co-op. Farmers.

AWARDED
48 FIRST PRIZES

OKANAGAN VALLEY CO-OPERATIVE
CREAMERY ASSOCIATION

Give your Roof
a new
Lease on Life



ACE-TEX SHINGLE VARNISH

Now is the time to do something about that neglected roof! ACE-TEX SHINGLE VARNISH is unrivaled as an economical shingle dressing. Being a creosote product, it not only preserves the shingles against all kinds of weather, but adds years of life to your roof.

See Your ACE-TEX Dealer

THE ACE-TEX LINE

Acousti Board Brick Siding Roll Roofing
Lath Board Asphalt Shingles Plasti-Seal
Fibre Board Fibre on Building Papers
Hardboards Waterproofing Creosote

CANADA ROOF PRODUCTS LTD.
No. C-7-44

These Girls Ruled Past Regattas As The Lady Of The Lake



Above are seen the three predecessors of charming Lady Shirley Muir, who this year is the official and titular head of all Regatta activities. It was at the Regatta of 1939 that it was decided to select a Regatta head in this manner, and the title of Lady-of-the-Lake was adopted. The first contest was won by a visitor from the south, the handsome Esther Mann, who was representing the Wenatchee Apple Blossom Queen here. She was elected in 1940 to rule over the 1941 Regatta, and she returned to do so. She was succeeded in the title by Morag Macdonald, of Kelowna, who was selected at the 1941 Regatta and ruled over the 1942 one. At that time she turned over the crown to Joan Panton, who ruled over the 1943 Liberty Regatta. Last year she handed the title on to Shirley Muir, of Vancouver, who is the head of this Regatta. These girls have all filled the position in an admirable manner, and their presence has added much to each Regatta. Lady Shirley this year will prove no exception.



1935 Regatta.

A large Midway was operated successfully both days, and the dances in the Pavilion on both evenings drew large crowds, with the I.O.O.F. Hall used for the overflow on Thursday night.

Wrestling matches staged by four fast middleweights from the Coast and elsewhere attracted a large crowd at the Aquatic grandstand on Thursday evening.

Regatta Officials

Commodore: Col. Victor Spencer.
Vice-Commodore: Mayor W. R. Trench, Ralph E. Ismon, Nelles Stacey, Capt. J. C. Dun-Waters.
Regatta Manager: K. S. N. Shepherd.

Referee: Gordon Vance.

Judges: Rowing, Launches, War Canoes—A. D. Marshall, H. B. Everard, Grote Stirling, M.P., H. S. Atkinson, G. H. Dunn, Swimming—Fred Welsh, E. C. Weddell, Chas. Gaddes, E. Williams, Diving—L. C. Reid, Capt. Clamplitt, J. F. Burne, W. D. Walker.

Starters: Rowing, Launches, War Canoes—R. W. Scott, H. C. S. Collett, Swimming—H. Ryan, H. Anderson, Sailing—H. C. Mallam.
Timers: W. R. Foster, H. A. Turn to Page 10, Story 2

REGATTAS OF BYGONE DAYS

(Editor's Note:—The usual "Bygone Days" column gives place for this issue of short reviews of the Regattas of thirty, twenty, ten and five years ago.)

THE REGATTA OF 1914

Although the outbreak of war with Germany on August 4th, 1914, created a widespread spirit of uncertainty and anxiety, it did not daunt the promoters of the eighth consecutive Kelowna Regatta, who promptly decided to carry on in the best traditions of the British race, and the event was held on Wednesday and Thursday, August 12th and 13th, under most auspicious weather conditions, with the bluest of Okanagan skies and a pleasant breeze to temper the ardent rays of the sun. While an excellent program of diving, swimming, rowing, canoe, sailing and motor launch races was presented, unfortunately it did not receive the expected measure of patronage. Apparently the fact that Canada was at war weighed so heavily upon the minds of many people that they were unable to relax and enjoy themselves and they stayed at home. On Wednesday afternoon, the grandstand was not half filled. The attendance was fairly large on Thursday, but the prospect of a balance on the right side seemed to be rather slim.

The Regatta at this time was a local affair and no strong bid was made for competitors from distant points. However, a few entrants were expected from the Coast, but they failed to materialize. The only outside competition was afforded by lake points, especially Penticton, whose representatives captured several prizes.

A. Edwards, of Kelowna, won for the fifth year in succession the silver championship shield given by the directors of the Kelowna Aquatic Association to the competitor scoring the highest number of points.

A special feature was a demonstration of hydroplane flying, the first to be seen in the Okanagan. The machine, a filmy-looking contraption, was operated by Weldon B. Cooke, an American aviator. For a first flight was made from the west end of the grandstand towards the west side of the lake and then in a large circle, finishing by flying directly over the grandstand.

height of the machine above the water varied from 50 to 200 feet, and the speed was from 55 to 75 miles per hour, according to the wind. Off Manhattan Beach some queer "bumps" of wind from Bear Creek were encountered, which worried the aviator somewhat.

A scheme of decoration was carried out in the Park by means of short masts with cross-arms, set at intervals along the driveway, and carrying flags and Japanese lanterns which were illuminated at night. A display of fireworks was given on Wednesday evening, and a confetti carnival provided amusement both nights.

On Thursday evening, "D" Squadron, 30th B.C. Horse, recruited up to war strength, and "E" Company, Rocky Mountain Rangers, khaki-clad and with rifles, marched from Ellis Street to the Park, headed by the Penticton and Kelowna Bands, and were heartily applauded by the people along the streets.

The officials under whose direction the Regatta was conducted were: Committee: D. W. Crowley, chairman, F. M. Buckland, W. M. Crawford, A. Edwards, J. B. Knowles, D. Barnes, G. F. B. James, L. P. Coates, A. H. P. Errington, H. G. M. Wilson, C. Harvey, J. F. Burne, F. E. DeHart, St. G. P. Baldwin, H. I. Johnston, K. McLaren, L. W. Coates, R. Whillis, J. E. Lloyd, E. C. MacIntyre. Starters: H. C. S. Collett, F. Adamson. Judges: J. Harvey, Sen., G. F. Guernsey, J. L. Vicary, A. Colter, W. D. Walker. Umpire: J. H. Davies. Secretary: H. G. M. Wilson. Of the local men, many have passed away or have moved elsewhere and only seven now remain in the district.

THE REGATTA OF 1924

For three or four years prior to the Regatta of 1924 the weather man had been indulging in the bad habit of giving the layard of the shower bath a tug at some time during the two days of the event, but he was reasonably merciful for the eighteenth annual Regatta, reserving his playfulness until about four o'clock on the second afternoon, when heavy rain fell for a few minutes. No particular harm was done, however, and the events were carried on without any material interruption. The temperature on Wednesday, August 13th,

FIRST PRESIDENT G. C. ROSE



who was the first president of the Kelowna Aquatic, and it was under his direction the early Regattas were held. He served as president from 1909 until 1913.

was rather close and sultry, due to lack of breeze and a haze high overhead of smoke from distant forest fires, but a refreshing breeze preceded the shower on Thursday afternoon.

The attendance was very satisfactory, with many visitors from outside points, while local people turned out in large numbers. Vancouver swimmers, who travelled by cars, failed to reach Kelowna in time for the Wednesday events, owing to a mishap at Cashmere, Wash., but they took part in the Thursday program and gave clever exhibitions of fancy diving.

A crew from the Vancouver Rowing Club took no chances on car travel and arrived by C.P.R. steamer on Wednesday. Nelson was represented by two crews, one of them composed of ladies. The mile race between the Vancouver, Nelson and Kelowna fours kept the spectators in excited suspense throughout. The three boats were practically abreast until about three-quarters of the course had been covered, when Vancouver took a slight lead. Kelowna was well up and seemed to have a good chance of second place at least, but the crew suddenly weakened about one and a half lengths from the finish and collapsed, their craft upsetting, which necessitated rescue of the oarsmen by nearby launches. Nelson put on a tremendous spurt at the finish and was beaten by Vancouver by less than quarter of a length in the most exciting race seen for many years.

The Nelson ladies did not do as well as their brethren, finding it difficult to maintain a straight course in the jumble caused by freshening of the breeze, and they were defeated by the Kelowna ladies by about two lengths in the half-mile race.

A war canoe race between Penticton and Kelowna Scouts provided plenty of excitement, with the issue in doubt from start to finish, when the Kelowna boys made a wonderful spurt and won by a little more than half a length.

Lack of breeze caused cancellation of the sailing races until Thursday, but they turned out to be drifting matches and were not finished within the maximum time allowed.

The Jones Cup, for fastest gasoline launch, was won by Capt. North's "Foxhound," which finished the course at a speed of about forty miles an hour.

The silver championship cup, given by the Kelowna Aquatic Association for most points earned in Regatta events, was won by V. D. Lewis, who scored 75 points. W. R. Foster was second with 54 points.

The Midway, located on the esplanade, near the Aquatic pavilion, and run by the Gyro Club, did a roaring business. Chuck shys and other diversions provided lots of amusement and drew extensive patronage.

Col. Victor Spencer, of Vancouver, acted as Commodore. The Regatta Committee was composed of G. A. Melkie, President, Kelowna Aquatic Association; H. S. Atkinson, J. F. Burne, W. M. Crawford, D. W. Crowley, H. J. R. Cullin, H. B. Everard, F. J. Root, W. R. Foster, D. C. D. Thompson, J. D. Jenkins, A. J. Jones, T. H. Keown, R. Leckie, E. B. K. Loyd, J. C. MacDonald, K. McLaren, A. G. McCosh, C. R. McLeod, A. McMillan, W. C. Renfrew, R. G. Rutherford, J. B. Spurrer, C. Stewart, F. Tutt, G. H. Tutt, R. Whillis, D. Whitham, E. W. Wilkinson and J. E. Wright.

THE REGATTA OF 1934

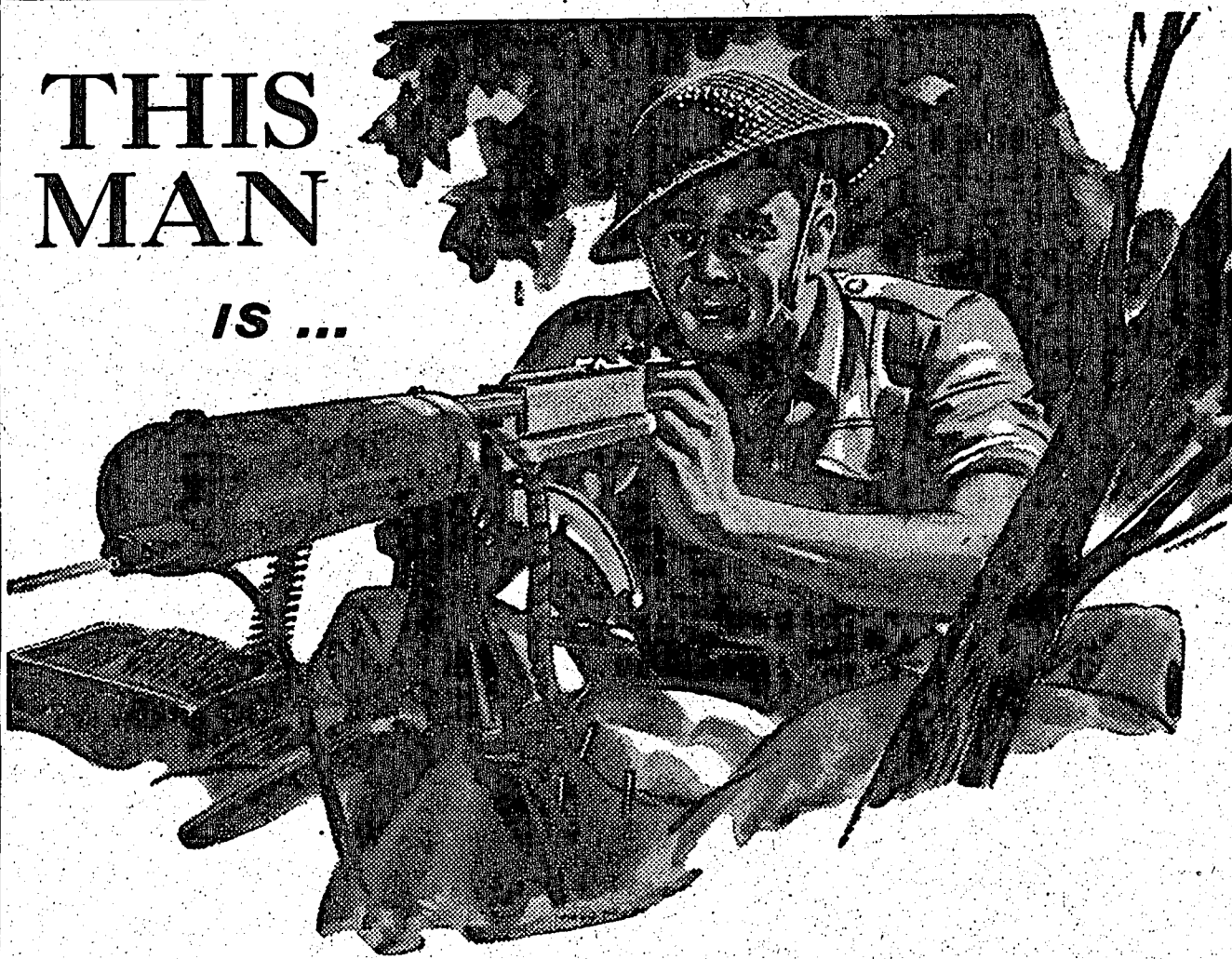
Originally almost purely a local affair, attended mainly by local competitors and local spectators, the Kelowna Regatta gradually developed into an annual event of the first magnitude and years ago the word "International" was added to its title to indicate the span of its competition and attendance. Its fame for high standards of fair play and courtesy to all competitors spread far and wide, and the Kelowna International Regatta became known as a model of good sportsmanship.

The twenty-eight annual Regatta, held on Wednesday and Thursday, August 8th and 9th, 1934, was favored by ideal weather and featured by outstanding swimming, diving and rowing events, which drew aquatic stars from Vancouver, Victoria, Seattle, Wenatchee, Chelan and other points, while the attendance on the final day was one of the largest in the history of the event.

Seattle and Vancouver divided the six B. C. championships on the program equally, each winning three. While Kelowna swimmers

THIS MAN

IS ...



Your Soundest Investment

Invest in Victory to share in Victory—and then be ready when Victory comes to lend a hand in the rehabilitation of the men and women who have made it possible.

THE OKANAGAN LOAN & INVESTMENT TRUST COMPANY

extends best wishes for the success of the

38th INTERNATIONAL LIBERATION REGATTA

which the Kelowna Aquatic Club has dedicated to the freeing of enslaved nations and the rehabilitation of young men and women of the armed services.

Okanagan Loan & Investment Trust Company

Bernard Ave.

FOR YOUR ASSISTANCE

We have watched the trend of the times and feel that our thirty-five years specializing in the investment field will prove a valuable service to you.

To the average investor, it is difficult in these uncertain times to know what is a good investment.

If you are worried or perplexed, come in and discuss it with us.

Study your present investments closely and consult us regarding your list.

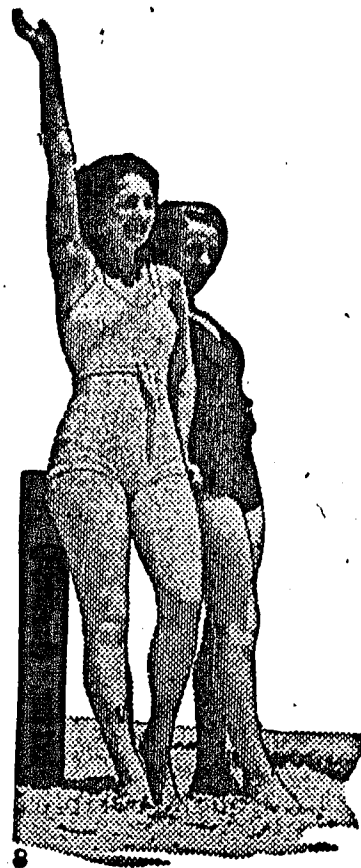
Phones. 332 and 98

The only Trust Company with Headquarters in the Interior of B. C.

REGATTA VISITORS!

WELCOME

TO KELOWNA!



We sincerely hope you enjoy every hour of Kelowna's great water show.

When you attend this biggest of all water shows in Western Canada you are supporting a patriotic effort. Regatta funds have been earmarked for the rehabilitation of service men and women.

COME TO THE REGATTA!
Wednesday and Thursday, August 2nd and 3rd

Take in the many and varied forms of entertainment—Stroll in Kelowna's luxurious park and admire the floral settings laid out before you. Swim in the refreshing water of Okanagan Lake... rest if you want... dance if you want... make yourself at home... the keys of the city are yours... Relax and enjoy yourself!

KELOWNA ALWAYS WELCOMES YOU!

THE
KELOWNA BOARD OF TRADE

BLAKEBOROUGH WILL BE MISSED

Has Officiated As Chief Timer At Many Regattas

Harry Blakeborough, one of the familiar figures at Kelowna Regattas for many years, will not be officiating as chief timer when the starter's gun sounds for the first race on Wednesday.

He is on holidays at the Coast and attending the Rotary convention in his capacity of president of the local club. His sturdy figure and genial smile have almost become a fixture at the poolside as he and his assistants clocked the times in all swimming races.

Les Thomson will act as chief timer in his place and the position is in safe hands, but the timers' group will not be the same without the genial City Engineer at the helm and it is hoped that his duties will allow his presence next summer.

A. J. Hughes, Pender Street, on Sunday morning entertained the Canadian Army swimming team from Brantford at breakfast on his lawn.



Save the
Coupons for
War Savings
Stamps

BLUE RIBBON
COFFEE—A Quality
Product Moderately Priced

GOOD FRIEND



C. A. COTTERELL.

Assistant General Manager of the Canadian Pacific Railway, who has long been a staunch friend of the Kelowna Regatta. He undoubtedly holds among outside visitors the record for consistent attendance. He has on many occasions shown his interest in this community and its Regatta, and gone out of his way to smooth some difficult spot for it. He will attend again this year, and will be accompanied by Mrs. Cotterell. His Honor the Lieutenant-Governor and Mrs. Woodward will be their guests.

Five Bands Will Play In The City And Park For Kelowna's Regatta

Penticton City Band Will Be Heard Thursday Afternoon And Evening—St. John's Ambulance Ladies Are Colorful Aggregation—Wenatchee Legion Band Here Again—Legion Pipers Will Play—Sea Cadets Also Here

WITH five bands assured, and a possibility that a sixth may be available for the 38th Kelowna International Liberation Regatta, the Aquatic directors are all set to provide lots of music and color for the various events planned during the two-day program.

With the 9th Armored Reserve, B.C.D., assisting in policing and the Thursday night show, parades of any real merit are an impossibility. However, there will be lots of parading by the bands, which will be playing on the streets and in the Park both afternoons and evenings.

Heading the list of bands is the fine aggregation from Penticton under the leadership of Saxie DeBlass. This band was highly complimented at the late Okanagan Valley Musical Festival, when it won the Valley championship.

This talented band played at the Thursday night concert last year, and it will again play an important part in a variety program planned for this Thursday after the Commando Raid.

The concert will again be staged on a large barge moored out in the lake south of the Aquatic grandstand. In addition to the evening concert, it is planned to have the Penticton Band play on another barge on Thursday afternoon, which will be stationed near the diving stand in front of the Aquatic pavilion.

Incidental music for the diving event, and the special entertainment features staged during the afternoon will be provided. A novelty in bands will be presented at this year's Liberation Regatta when the visitors will enjoy the precision marching and music of the Penticton Ladies St. John's Ambulance Trumpet Band. Many compliments have been received by this aggregation of feminine charm, and they are in constant demand at Army and Air Force camps south of the border, where they really wow the G.I.'s and airmen.

This band will parade at intervals through the streets and the City Park and should be an object of interest whenever they appear. Their colorful uniforms and feminine charm will add a lot of sparkle to the gala.

The Canadian Legion Pipe Band from the Kelowna Branch, Canadian Legion, will have a place of honor as part of the Lieut.-Governor's retinue. It will be their privilege to pipe His Honor to the Royal box in the grandstand, and they will also lead the march past at the conclusion of the Commando Raid on Thursday evening at the City Park Oval.

In addition to their special duties, the pipers will parade through the downtown streets on both Regatta days, and will give that original touch that only the pipes and the swing of the kilts can bring.

One of the highlights of every Kelowna International Regatta is the Wenatchee American Legion Fife and Bugle Band, which may arrive Wednesday afternoon but will definitely be here on Thursday.

The picture of the ferry m.s. Pender slipping past close to the grandstand, with the Legionnaires in their scarlet uniforms playing "God Save The King," is something that no visitor to the Regatta will ever forget. It is the personification of the abiding friendship that exists between two great sister nations.

The band will parade on to the diving stand, where it will play a selection and then will parade through the Park and the downtown area. The Legionnaires are

REGATTA SETTING UNEXCELLED

Few Other Sporting Events In Such Attractive Surroundings—Park At Its Best

The Regatta ranks high in many things, but there is one point in which it is definitely tops; its setting. It is doubtful if ever a meet of this size has been held in more perfect surroundings. Certainly not in this country, as far as our knowledge goes, and we have seen a lot of it.

Most sporting activities are held in various premises flanked by industrial sites and surrounded by high board fences. Not so the Kelowna Regatta.

Set in the midst of the City Park, its location is as attractive as can be imagined, and this year the Park is looking particularly fine. The rains have helped keep the lawns nice and green, while the flower beds in full bloom are a sight for beauty-loving eyes. From that fine circular bed at the entrance of the Park right to the Aquatic beds are a mass of bloom and a riot of color, while the rustic boxes on the stumps, dominated by red geraniums, splash color in unexpected places in sharp contrast to the green lawn beneath.

Those new beds in front of the Aquatic—the ones there was a rather warm dispute about last year—a dispute which is still smouldering pending "a year's trial"—those beds are definitely beautiful. Regatta visitors will see as they enter the Aquatic grounds these three beds right at their best.

The beds do not help the traffic problem, some will maintain, and have necessitated the changing of the parking area and the method of entering the Park for Regatta days, but this may be an advantage. Time alone can tell.

The Park is looking at its best and a fine best it is. The same can be said of the Aquatic premises itself. The flower beds and the lawns are in good condition, while the flower boxes this year are definitely better than for several years. All this adds to the picturesqueness of the Regatta setting, but there must be added the fine sweep of the lake, flanked by the west side hills rising against the deep blue of the sky. It is an ever changing view, reacting to the play of light and shadow; beautiful in early morning as the sun's first rays strike the west side hills; fine in the bright, hard light of noon, and magnificent in the soft twilight as the final glow of day kisses the crests of the hills, competing with the growing splendor of the moon which has already taken over command of the waters of the lake.

Kelowna's Regatta is primarily a sporting event, but, unlike most sporting affairs, many touches of beauty make it a thing to remember, a memory to treasure. There is, for instance, that moment when the Wenatchee band arrives on the ferry and musical salutes ring out across the water from ship to shore from aquatic to ferry. Hundreds of people, remembering the tingling of their spines, maintain that this is one of the highlights of the whole Regatta. But it is only one of the many features, which make the Regatta what it is.

SPOKANE ROUND TABLE AGAIN SENDS SWIMMERS

The Spokane Round Table, that aggregation of sportsmen noted for their screwy stunts and sporting blood, has again risen to the occasion and is sending a team of junior swimmers to the Kelowna International Regatta.

For a while last week it looked as if there would be little or no U. S. competition this year but a wire saying a team would be sent arrived and brought joy to the Aquatic directors' hearts.

The presence of the U. S. contingent again makes the gala truly "international" and fosters and strengthens the good will that exists between the two great nations of North America.

The Round Table is a unique association of all the younger business men in Spokane and they have built up an enviable reputation during the past ten years in promotion of aquatic events. Before the war the Round Table pulled a lot of stunts that brought it national recognition and made it the leading organization of its kind in America. Its activities are limited for the duration with many of its members in the forces.

WELCOME VISITORS!

To KELOWNA'S

38th International "Liberation"

REGATTA

We hope your stay in Kelowna will be a pleasant one.

PETTIGREW

JEWELLER and DIAMOND MERCHANT

Gruen Watches

Play Shoes

for

REGATTA and SUMMER WEAR

SLING-PUMPS

In the latest colors, white, red, green, powder blue.

\$2.95 and \$3.95

SUPPORT THE REGATTA!

MOR-EEZE SHOE STORE

CLAUDE WILLCOX, Proprietor



BATTERIES

We guarantee Coyle Batteries are as good and in many cases better than original equipment batteries.

They are doing a grand job for Canada's war effort!

Mc & Mc

Kelowna

British Columbia

AFTER THE REGATTA...
the next

BIG TWO-DAY EVENT THE Kelowna Stampede



Sponsored by
KELOWNA ELKS
Under management of
JACK BOYD
Former Champion Bronco Rider

LABOR DAY, Sept. 4th & 5th

Conducted under rules of the Calgary Stampede

ARENA EVENTS

TRACK EVENTS

MIDWAY

DANCING BOTH NIGHTS

EXHIBITION GROUNDS — KELOWNA

\$3,000 in PRIZE MONEY

For information and Entry Forms

Write, SECRETARY, ELKS' LODGE, P. O. BOX 1138

or

TELEPHONE 322 — HEADQUARTERS

Elks' Lodge, Kelowna

38th ANNUAL

"Liberation" REGATTA

The Biggest Water Carnival in the West!

Wednesday & Thursday
AUGUST 2nd & 3rd

BOTH AFTERNOONS

EXHIBITION DIVING!

AL PATNIK — GEORGE ATHANS
America's Finest Divers!

SWIMMING CHAMPIONSHIPS
25 B.C. TITLES

AQUASHOW Wednesday night. Crowning of the "Lady of the Lake."
COMIC DIVING — ACROBATICS

THURSDAY NIGHT
COMMANDOS OPPOSED LANDING
City Picnic Grounds
BAND CONCERT
—Program starts sharp at 8.15—

AFTERNOON PROGRAMS

Wednesday—Swimming and Diving Championship Competitions.

Thursday—Championship Aquatic Events—Clowns Water Stunts.

MIDWAY ALL DAY

ADMISSIONS

PARK Wednesday; Adults, 25c; Children, Free.

Thursday; Adults, 25c; Children, Free.

GRANDSTAND Wednesday; Adults, 25c; Children, 10c.

Thursday; Adults, 50c; Children, 25c.

RESERVED SEATS; Wednesday, 75c; Thursday, 75c.

PAVILION Wednesday; Members, Free; non-mem., 25c, 10c.

Thursday; Members, 25c, 10c; non-mem., 75c, 10c.

Non-member to be accompanied by a member.

DANCES Wednesday; Members, 50c; Non-mem., 75c.

Thursday; All, 75c—Aquatic Club.

I.O.O.F. DANCE, Thursday, 50c.

WEDNESDAY NIGHT SHOWS—Adults, 25c; Children, 10c.

THURSDAY "COMBINED OPS"—Adults, 25c; Children, 10c.

Classified Advertisements

at twenty-five words, fifty cents; additional words one cent each. Copy is accompanied by cash or account paid within two weeks from date of issue. A discount of twenty-five cents will be made. Thus a twenty-five word advertisement accompanied by cash or account paid within two weeks costs twenty-five cents.

WANTED

WANTED—One or two room suite as soon as possible. Apply, Box 141, Kelowna Courier. 2-2p

WANTED—Shot guns, 30-30 rifles, and 22 rifles. Sport-ers, Sports Goods and Stationery. 52-1c

WANTED—Dining room table, walnut, extension. Reply, Box 3, Kelowna Courier. 10-1p

WANTED—Lawn mower and bicycle parts. J. R. Campbell, Campbell's Bicycle Shop, phone 107. 45-1c

WANTED—For liberal trade-ins on your second-hand furniture, O. L. Jones Furniture Co., Ltd. 50-1c

WANTED—See us before disposing of your household furniture, ranges, etc. We pay best prices for used furniture. O. L. Jones Furniture Co., Ltd. 50-1c

WANTED—To Buy—Used Bicycles in any condition. Cash prices paid. Campbell's Bicycle Shop, corner Abbott and Park. Phone 107. 19-1c

LOST

LOST—\$5.00 reward offered for the return to the Kelowna Courier office of Gas Ration Book 980. 2-1c

HELP WANTED

HOUSE help for elderly widow, alone; light duties; laundry sent out; comfortable modern home, Kelowna suburb; reasonable wages; apply, stating age and nationality, P.O. Box 91, Kelowna. 52-1c

FOR SALE

FOR SALE—16 foot 3/4-decked centre-board sailboat and 6 horse cylinder Evinrude Outboard for 225.00. Write D. C. Waterfield, Nakusp, B.C. 2-1p

FOR SALE—Apricots Apply, M. L. Kulpers, Okanagan Mission. Phone 256-13. 1-3c

FOR SALE—Pipe, Fittings, Tubes. Special low prices. Active Trading Co., 916 Powell St., Vancouver, B.C. 26-1c

FOR SALE—Cut Flowers, Corsages, Floral Designs for weddings or funerals. Call us for prompt and efficient service. Richter St. Greenhouse, Phone 88. Member F.T.D. Say It With Flowers. 49-1c

NOTICE

LOYD'S Corn Salve makes you forget your corns. 50c at P. E. Willis & Co., Ltd. 9

OUR "Semi-Finished" Service is economical and convenient. Your whole family wash done for only 10c per lb. For highest quality, Phone 123, The Kelowna Steam Laundry. 35-1c

RIBBON'S MAIL ORDER FINISHING DEPARTMENT Any roll of 6 or 8 exposures printed 25c and return postage 3c. MAIL ORDER ONLY. P.O. Box 1556 Reprints, 3c each. 7-1c

AMAZINGLY quick relief from pain of indigestion, heartburn, dyspepsia with "Widener's Stomach Powder". Also in tablet form. 50c and \$1 at all druggists. 2

THE Plumber Protects the Health of the Nation. For good protection, Phone Scott Plumbing Works, 164 or 559-L. Plumbing, Heating and Sheet Metal work. 5-1c

WE can fix it—Radios, Washing Machines, Refrigerators, etc. Mc & Mc Repair Dept. is at your service. Phone 44 and ask for Lawrence Walrod. 46-1c

WATER ACT, 1939 TAKE NOTICE that the undersigned has applied to the Controller of Water Rights for a licence to use the waters of Mission Creek between the falls on Section 9, Township 27, and a point on Section 14, Township 26, a short distance above Hollywood Bridge, for driving logs.

Objections to the granting of the said application may be filed with the Controller of Water Rights, Victoria, B.C., up to August 13th, 1944.

Kelowna, B.C., July 14th, 1944. S. M. SIMPSON LIMITED. 1-2c

1924 20th Anniversary 1944 SPECIAL MEMBERSHIP DRIVE OFFER

Write for full particulars of our special Anniversary reduced joining fee in connection with "WESTERN MUTUAL" Plans of Life Protection open to any one in good health up to 75 years of age. Plans range from \$100 to \$1,000 for loss of life from any cause, some with maternity, hospital and surgical provisions; others with weekly total disability and travel accident benefits. Get the details of protection that you really can afford.

WESTERN MUTUAL BENEFIT ASSOCIATION 515 Granville St., Vancouver, B.C.

LONDON—Out-work is on the increase in Britain. Latest figures gave 40,000 persons engaged on industrial work in private homes and other makeshift out-work depots, 17,000 in London alone. They work on the average of 22 hours a week;

THE CHURCHES

CHRISTIAN SCIENCE SOCIETY

Corner Bernard Ave. and Bertram St. This Society is a branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts. Services: Sunday, 11 a.m.; Sunday School, 9:45 a.m.; first and third Wednesdays, Testimony Meeting 8 p.m. Reading Room open Wednesday afternoon, 3 to 5 p.m.

THE UNITED CHURCH OF CANADA

First United, corner Richter St. and Bernard Avenue. Minister: Dr. M. W. Lees.

Organist and Choir Leader: Cyril Mossop, A.T.C.M., L.T.C.L.

Summer Pastor: REV. W. J. SIPPILL, B.A., D.D. Sunday, August 6

11 a.m. Subject, "THE UNFAILING LIGHT"

7:30 p.m. Subject, "A FAITH FOR OUR DAY"

EVANGEL TABERNACLE

236 Bertram St.

THE NEW PASTOR,

Rev. G. GREATORREX, preaching.

SALVATION ARMY

Mill Avenue

Major C. A. McKINNEL

Sunday Morning 10:00 a.m.—Sunday School

11:00 a.m.—Holiness Meeting

7:30 p.m.—Salvation Meeting

Saturday 7:30—Prayer Meeting

LEND A HAND?

Anyone wishing to offer their services during Regatta, please

PHONE 131

and leave your name with Mrs. Rowcliffe.

1-2c

Chosen to be served at the

REGATTA

Kelowna Bakery

BUNS

ROLLS

etc.

Try Our... Canada Approved Vitamin "B" BREAD

For quick Regatta Lunches, depend on our

CAKES, BREAD, ROLLS, etc.

KELOWNA BAKERY LTD.

WALDRON'S GROCERY

ELLIS ST.

extends

best

wishes

for a

successful

"LIBERATION" REGATTA

August 2 and 3

their output is good, and the quality high. Part-time factory workers now number nearly a million.

RUTLAND GETS IRRIGATION

Black Mtn. Low Level Ditch Back In Operation

Water is again running through the new low-level ditch on the Black Mountain irrigation system, augmenting the supply of water to all parts of the district. The ditch was in use for while last season, but wash-outs and other troubles caused the Trustees to decide upon concreting a large part of this new canal. A stretch of 1,200 feet has been concreted and the ditch is now once more in use. An additional 1,200 feet or more will be concreted this fall after the irrigation season is over. Storage water from both Greystoke Lake and the Belgo dams is being drawn upon heavily these hot days but, according to Superintendent E. Muford, there is an ample supply to last out the season.

The Rutland Wolf Cubs, who were in camp at Okanagan Centre, came home on Friday from a three-day stay. They were favored with fine, hot weather. K. Eutin in charge of the camp.

The Rutland Women's Institute is distributing prize lists for the forthcoming flower show, to be held in the Community Hall on Thursday, August 10.

Mrs. W. D. Guley, Miss M. Black and Miss Betty Barber left on Monday for Vancouver via K.V.R. to spend a holiday at the Coast. While there, Mrs. Guley will visit her parents, Mr. and Mrs. W. Fleming, at New Westminster, to attend the celebration of their sixtieth wedding anniversary. The entire family will attend this affair, some members coming from Chilliwack, Canada. Mr. and Mrs. Fleming are well known in the Rutland district, having been residents here in the early days on the farm now owned by John Gervens, on the Vernon road.

A number of Rutland girls are camping at Okanagan Centre for a few days holiday. In the party are Dorothy Gray, Carol Gray, V. Toivola, Patsy Shunter and Phyllis Bach.

Two final games in the softball leagues were played by Rutland teams during the past week. On Tuesday, the local girls lost the first day-off game to the East Kelowna girls by a one-sided score. The Rutland catcher was put out of the game by an injury in the first inning, very materially weakening the team. The boys' team won their final play-off game on Thursday against the Kelowna Jaybees by 6 runs to 2. This win gives them a chance in the Valley play-offs.

Miss Margaret Bell, of Victoria, who had been visiting her cousin, Alex Bell, and her uncle, John Bell, left on Monday after a month's stay here. Miss Bell was formerly a teacher in Japan, leaving there for her home in Canada just a short time before the outbreak of war.

Two young Rutland girls who have been patients in the Kelowna Hospital recently for minor operations are Glenys Ellergot and Kay Gray. Both are now at home and are progressing favorably.

Mrs. J. C. Jackman, formerly of the R.C.A.F. (W.D.), arrived last week from Davidson, Sask., and is staying with her parents, Mr. and Mrs. Andy Duncan, Sr.

Mrs. Will Schell and her daughter, Miss Ruth Schell, of Deseronto, Ontario, are visitors at the home of Mrs. W. F. Schell.

COMING EVENTS

RUTLAND-ELLISON Liberal Association. General meeting, election of officers and appointment of delegates to the forthcoming Yale nominating convention, Friday, August 4, in the Rutland Community Hall, 1016. Capt. C. R. Bull will address the meeting. 2-1c

EXPRESS YOUR THANKS

with flowers

On all special occasions and particularly to a generous hostess—say it with flowers.

For tops in entertainment

ATTEND THE REGATTA

RICHTER STREET GREENHOUSES

BEST WISHES

for a SUCCESSFUL

REGATTA

JACK MAYOR

SERVICE STATION

Imperial Oil Agent

OKANAGAN MISSION

Mrs. St. G. P. Baldwin has as her guest Mrs. Arnott, of Vancouver.

Fit-Sgt. Barbara Middlemass, R.C.A.F. (W.D.), arrived at her home in the Mission last week on two weeks leave.

Cpl. Winifred Baldwin, R.C.A.F. (W.D.), and Sgt. Alma Girtlen, R.C.A.F. (W.D.), of Vancouver, are spending a week's leave at the home of Cpl. Baldwin's parents.

Miss Elizabeth Chernoff left for the Coast last Sunday, after spending a week's holiday at her home

WILL SPEAK HERE



MAJOR-GENERAL G. R. PEARKE, V.C., C.B., D.S.O., M.C.

General Officer Commanding-in-Chief, Pacific Command, who will attend the Regatta and participate in the short ceremony in which the Honor Roll of the men and women on active service from this district will be dedicated. Maj.-Gen. Pearkes will make a short address. He will arrive here Thursday morning and leave that evening.

Major-General G. R. Pearkes Has Fine Record In Country's Service

Will Take Principal Part In Honor Roll Dedication Ceremony—Comes Here Specifically For That Purpose

The principal address during the brief ceremony on Thursday, in which the Honor Roll of the men and women from this district serving in the active forces will be dedicated, will be made by Major-General George Randolph Pearkes, V.C., C.B., D.S.O., M.C., General Officer Commanding-in-Chief, Pacific Command, who comes to Kelowna specifically to participate in this function.

Major-General Pearkes has been in the military service of Canada continuously since February, 1915. At that time, at the age of twenty-six, he enlisted as a trooper in the 2nd Canadian Mounted Rifles, resigning from the Royal Canadian Mounted Police in the Yukon to do so.

His military career from then on was almost meteoric, and the lowly trooper who enlisted at Victoria ended the First Great War with the rank of lieutenant-colonel and a series of the highest combat decorations.

He was wounded with about the same regularity that he was promoted and decorated, wearing five wound stripes at the Armistice—and it is well known by his comrades in arms that certain minor wounds were not even mentioned.

In April, 1918, he was commissioned on the field after serving as bombing sergeant during the wet winter months around Hooze and Dickbusch. When the battalion moved to the Okanagan in September, 1918, Lieut. Pearkes was appointed Brigade Bombing Officer, but he spent most of his time up the line where action was thickest.

After the war, he was recommended for the Military Cross, promoted captain and transferred to the 5th C.M.R. Battalion. Here he distinguished himself in the terrific action at the attack on Regina, capturing a stretch of that infamous strong point and holding it throughout the night, despite the fact that he carried eight splinters from a Hun grenade in his body.

Promoted to major followed while with the C.M.R., and it was in that capacity that he won the highest military award at Paschen-daele in October, 1917. Next spring he was promoted to lieutenant-colonel and given command of the 116th Battalion, C.E.F., with which unit he finished the war.

After the war, he entered the Permanent Force with the rank of major with the P.P.C.L.I. at Victoria. Then followed a succession of staff appointments and medals at the Staff College, Camberley, England, and the Imperial Defence College.

At the outbreak of the present war he held the rank of District Officer Commanding, Military District No. 13, at Calgary. From this post he left for overseas with Major-General A. G. L. McNaughton as commander of the 2nd Brigade in the 1st Canadian Division. On General McNaughton's promotion to Corps Commander and Lieut.-General, Brigadier-General was given command of the famous "Red Patch" 1st Canadian Division.

From this command he was recalled to Canada when threat of invasion against Great Britain assumed the appointment he now holds, arriving in British Columbia to take over in September, 1942.

Long Association With Aquatic—Watches Receipts and Expenditures With Eagle Eye

R. G. Rutherford is again the auditor of the Kelowna Regatta. Mr. Rutherford has been associated with the Aquatic and its Regattas for many years. He formerly served as a director of the Association and then, as the Regattas commenced to grow, became auditor, and his firm has been handling the cash and checking the receipts for many years now for a purely nominal remuneration. The auditing, like so many things about the Regatta, is purely a labor of love.

That does not mean it is carelessly done. The contrary, indeed, is the fact, as Mr. Rutherford's keen interest in things aquatic prompts him to keep an unusually vigilant eagle eye on receipts and expenditures. Indeed, some of the sharpest criticism received by the Aquatic in years past has come from him.

Mr. Rutherford is chairman of the Kelowna and District Rehabilitation Committee, the organization which will receive Regatta profits this year to promote its work among the returning service men and women.

COT DEMAND IS HEAVY

Apricots, which peaked over the week-end in Ferniston and Summerland, are not in heavy enough supply to meet the demand, although they are running well to estimate.

Some Rochester peaches are moving, but the volume is very small and is not expected to reach any proportions until about August 10th.

Matured green tomatoes are now in fair volume from all centres and have commenced to sell off in Oil-merland, but the volume is retarded cucumbers, which, although they have been in fair volume, are expected to step up considerably in the next few days.

There is a plentiful supply of early cooking apples.

Cantaloupes showed a trace last week in the south and are not expected to reach any volume until about the 11th.

In the Mission...

Pte. Norman Apsey was home on leave last week before leaving for the east.

Special Ferry For Wednesday Is Announced

A special late ferry will be operated from Kelowna at 2 a.m. Thursday morning, it was announced Monday by the Aquatic directors.

The ferry will be in addition to the usual late ferry early Friday morning which provides service for those who stay for the final Regatta activities.

Owing to the request of many that the same service be given for Wednesday nights, the special trip has been arranged through arrangement with the Provincial Public Works Department.

REGATTA BRINGS EX-PRESIDENTS BACK HOME

Sergt. McHart and Corp. McLellan Each Served Two Years As Auxiliary President

The way the Kelowna Regatta draws Kelownians home shows this year by the number of men and women in the services who have planned and schemed for the past six months that they might be in Kelowna this week. There are a number of them, including two firm friends and former presidents of the Auxiliary, who, oddly enough, each served a two-year term in the office, and who did not know of other ways of coming until they arrived—Diana McHart and Jennie Anderson McLellan.

Miss McHart was an active member of the Auxiliary, but was one of the youngest presidents that organization has had. She was elected to the office in 1939 and again in 1940, handling Auxiliary affairs in an exceptionally capable manner during a very difficult period.

When she left the city she was succeeded in office by Jennie Anderson, who likewise proved such an excellent head of the organization that she was elected for a second term. She held office in 1941 and 1942. Her term would probably have been extended another year, but she felt she was required in the services and she joined the R.C.A.F. post at Dayton, Ohio. In the meantime, Miss Anderson has been serving on the east coast.

Sergt. McHart arrived in Kelowna a week ago and was surprised to find that Corp. J. Anderson McLellan and her husband, Flight Lieut. E. McLellan, are expected to reach Kelowna in time for the Regatta.

REGATTA RAFFLE HELPS VETS. REHABILITATION

Victory Bonds Are Prizes In Liberation Draw

The annual Regatta Raffle, run by the Aquatic Ladies Auxiliary, is one of the features of each Regatta and again this year residents and visitors have a chance to win valuable prizes and assist the war effort.

Profits from the 38th Kelowna International Liberation Regatta will go to assist in Veterans' Rehabilitation this year and a \$100.00 and \$50.00 Victory Bond are again the prizes to be won by two lucky ticket holders.

Many raffles are going the rounds but none is more deserving of support than the Aquatic Ladies Auxiliary Raffle. The funds will be used to administer the Kelowna office which contacts every returned man and instructs him as to the benefits to which he is entitled under rehabilitation regulations. If he wishes to take advantage of vocational training, university courses or out of work benefits offered, the secretary of the Kelowna committee will make application for him and see that he gets what he wants.

In addition pension claims are handled in co-operation with the local branch of the Canadian Legion.

So when a charming young lady approaches you to buy a Regatta Raffle Ticket don't turn her down. Remember that your purchase will help the men who are keeping our freedom safe in battle fronts all over the world. There could be no better cause and who wouldn't like to win a Victory Bond?

QUEEN ENTERS LADY CONTEST

Kinsmen's Queen Eula Walker Here

Eula Walker, the Vancouver girl who was selected in a popularity contest conducted by the Kinsmen Club of that city to choose a "Queen" for the Kinsmen Carnival, the highlight of which was the Canadian amateur swimming championships, has arrived in Kelowna and will enter the Lady of the Lake contest on Tuesday night. Miss Walker and her mother are the guests of Mr. and Mrs. F. W. Nicklen, 322 Camp Street, Manhattan.

Miss Walker is sponsored here by the Vancouver Kinsmen Club. The party also includes two members of the club, Percy White, who handled the Vancouver swim meet, and H. Falk.

"HOMO BEAUTIES"

Clown acts are always popular with Regatta crowds, and again this year the "Homo Beauties" will put on their comic diving act during the two-day show.

It is impossible to describe this feature, which combines diving prowess with comedy routines, but sufficient to say that spectators will get a host of laughs out of the antics of these clowns as they defy the laws of gravity from the high diving board.

Cherries are now ended in the Kootenays, and Transcendent crabs are expected to start in the Okanagan in about ten days.

GORDON'S GROCERY

COMPETITIVE PRICES
PROMPT, EFFICIENT SERVICE
"Serve Yourself Or Ask The Clerk"

PHONE 30 - KELOWNA.

You'll Enjoy Watching Canada's Greatest Swim Stars at

KELOWNA'S LIBERATION REGATTA

with SCIENTIFIC KOOLRAY GLASSES



They have the cool, green anti-glare lenses that are so restful to the eyes.

PRICE - \$1.95

Helena Rubinstein Aquacade Leg Lotion



FOR SHEER LEG FLATTERY

These streamlined "Cosmetic Stockings" by Helena Rubinstein conceal tiny faults and blemishes, create a sleek enduring beauty impervious to rain and water splashes... a smooth, golden-beige loveliness that looks supremely natural under any light. Easy to apply, quick-drying, economical. 4 oz. bottle, 1.00.

"MAGIC" Depilatory Wax

Before applying Aquacade Leg Lotion, remove unattractive hair easily, quickly, safely with Helena Rubinstein's "Magic" Depilatory Wax, 1.75.

STOPS PERSPIRATION!

Etiquet DEODORANT CREAM

BIG DOUBLE SIZE JAR 39c

1 oz. net COMPARABLE VALUE!

NEW! SAFE! EFFECTIVE!

Soft as a fleecy cloud!

Modess

Modess

25c 12 pads in box

MODESS BELTS 25c

W. R. TRENCH, LTD.

Drugs and Stationery KELOWNA, B.C.
—We prepay postage on all mail orders—

WELCOME GUESTS...

to KELOWNA'S INTERNATIONAL

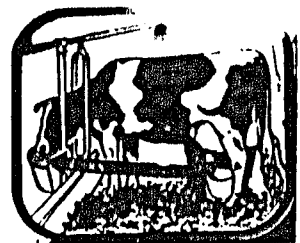
"LIBERATION" REGATTA

BUY A TANK!



The
Beatty
Line

FARM EQUIPMENT

Beatty
Water
Pails

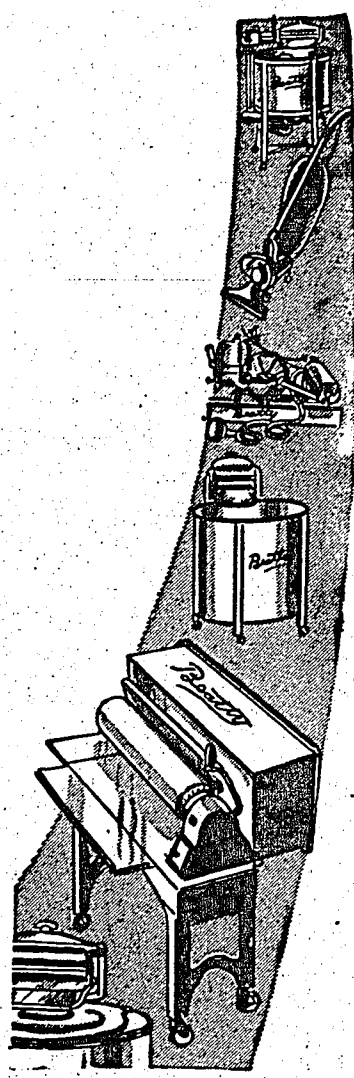
Stanchions

Pumps

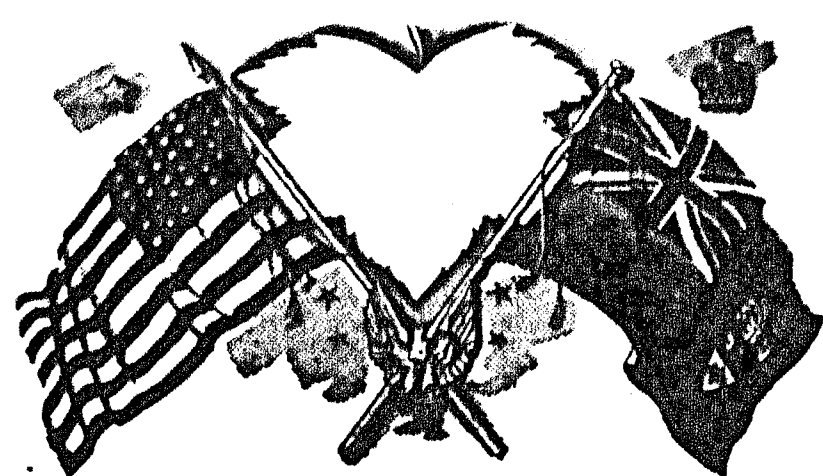
Beatty
Service

Come on, Canada

**BEATTY
WORK SAVERS**
for the home!



**BUDGET
for
VICTORY
BONDS**



**WELCOME
VISITORS!**



Manager Wm. F. Whiteway will be delighted to assist in making the visitors' stay a happy one. Drop in and allow Mc & Mc to make your home the place it should be.

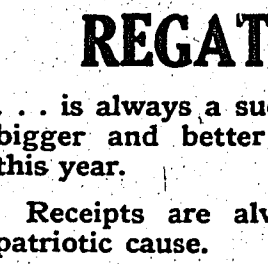
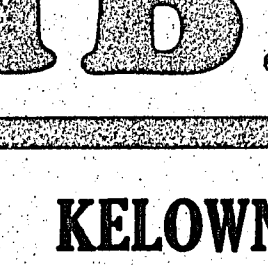
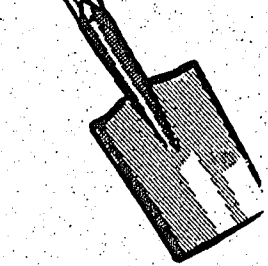
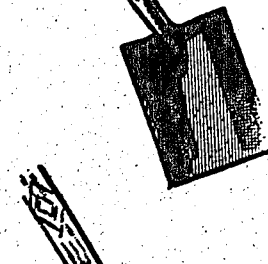
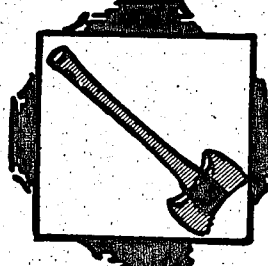
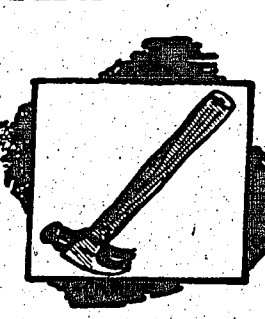
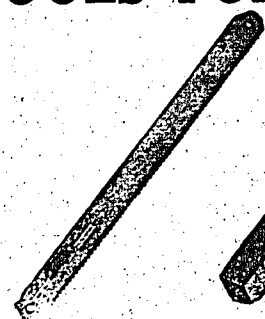
HOME—A world of strife shut out, a world of love shut in.

HOME—The place where the small are great, and the great are small.

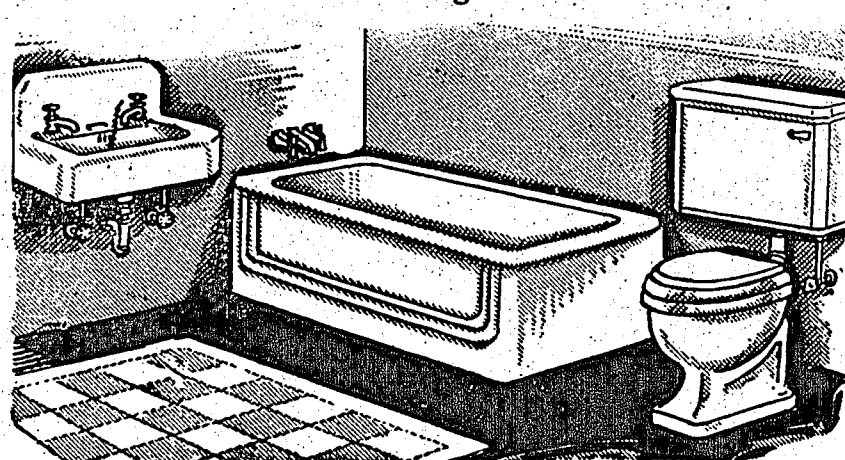
HOME—The father's kingdom, the mother's world, and the children's paradise.



HANDY TOOLS FOR HOME AND FARM



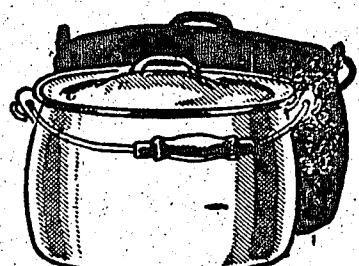
PLUMBING Many lines are scarce . . . but, Oh, Boy! Oh, Boy! there'll come a day when Mc & Mc will be able to supply all your needs. At present we still can take care of the needs of the average home.



KITCHEN ENAMELWARE

In bright red and cream trim. Everything you needs in the preparation of every-day meals.

- Pots • Pie Plates
- Potato Pots • Pans
- Preserving Kettles
- Pails



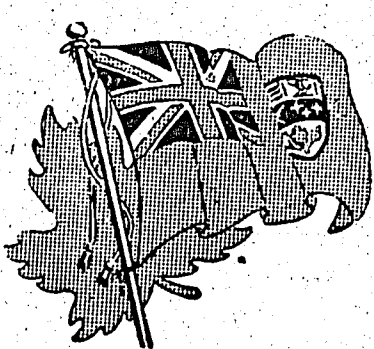
One of the ships that is making life worth living in Kelowna!

LIBERATION

KELOWNA'S REGATTA

. . . is always a success! It's bigger and better than ever this year.

Receipts are always for a patriotic cause.



McLENNAN, McFEELY & PRIOR

(KELOWNA) LTD.

BUY KELOWNA APPLES
Mc & Mc



Mc & Mc

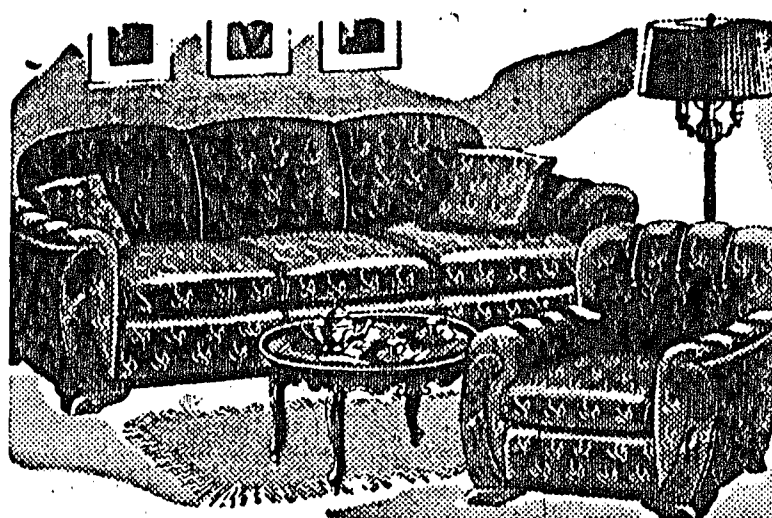
A NUMBER TO
REMEMBER!

Phone 44

The staff and manager of Mc & Mc wish Kelowna's "Liberation" Regatta sunshine and success.

A hearty welcome is extended to visitors. You are invited to drop into the Mc & Mc store and have a chat with the manager and staff. Seventy-five per cent of them have over 15 years' experience in the sunshine city of British Columbia (Kelowna). Let's get together and hear our story of Kelowna's future.

FURNITURE FOR LIVING ROOM · BEDROOM · DINING ROOM



Everything
For The
Home!

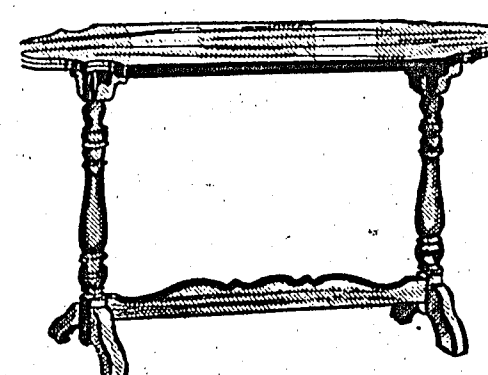
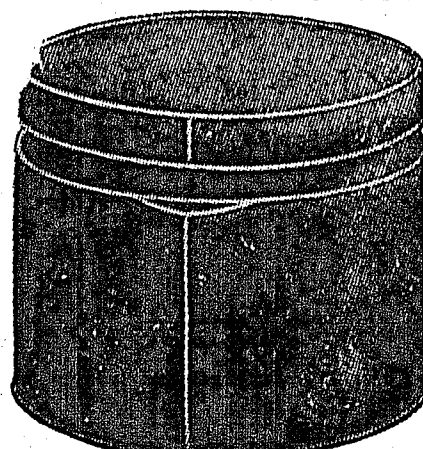
Furnishings for
every room at
prices to meet
every purse.

Value and variety
are yours at
Mc & Mc.



KROEHLER FURNITURE

The luxuriously roomy Chesterfield Suites, with their large selection of fabrics and velours, are but one of the many well known furniture lines stocked by Mc & Mc and displayed in a wide variety on the second floor.



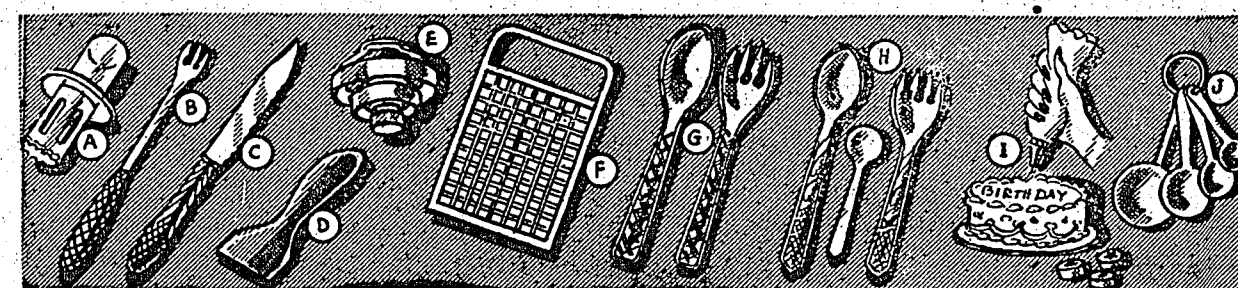
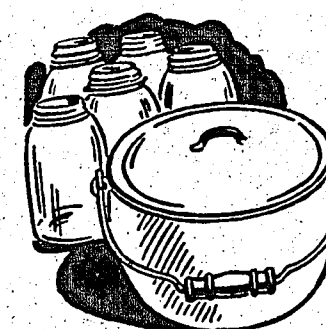
BREAKFAST SUITES

In Many designs. See them on the Mc & Mc 2nd Floor. They're just the thing to complete the furniture of the modern home.

See Mc & Mc For All Your CANNING NEEDS

CANNERS

- CANS
Plain or
lacquered.
- SEALERS
Pints,
Quarts,
Half gallons



No house is complete without these KITCHEN GADGETS. Priced from 15c up. Mc & Mc carry a complete stock of ENAMELWARE!

A necessary kitchen gadget is a SLAW CUTTER. We have them.

Mc & Mc Very Modestly Solve Your

GIFT PROBLEMS

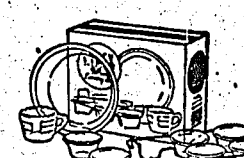
Here are a few suggestions:—

- CASSEROLES in silver frame
- PIE PLATES, popular size, in silver frame.

- BON BON DISHES
The Mc & Mc Crochery Department is a pet corner in the store. Many lines are difficult to procure, but Mc & Mc is always alert to secure these "hard-to-get" items for you.

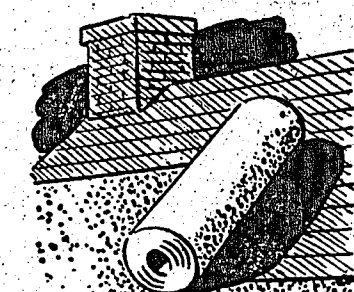
PYREX

Pyrex, too, is a very acceptable gift for the bride, or as a birthday gift.

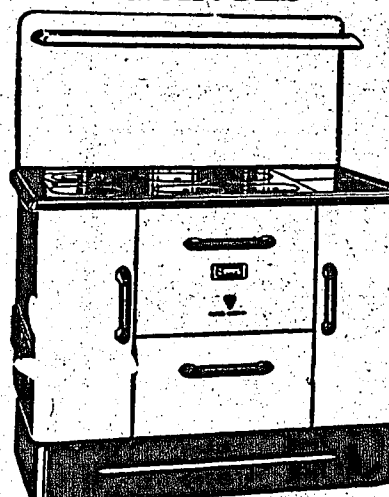


The average man lays down the law to his wife and then accepts all her amendments.

NAMES OF QUALITY! BARRETT ROOFING



CLARE-JEWEL RANGES



Plenty of them in stock!

HOW DO,
FOLKS!

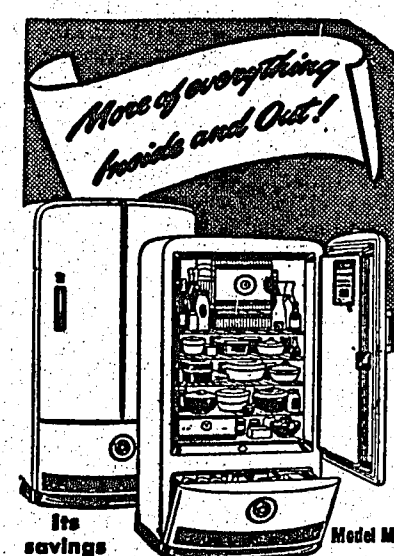


Assistant Manager Verne Chapman can tell fish stories with the best of them. Swap yarns with Verne during Regatta Week. He will tell you where to get the big ones, and show you the Mc & Mc Fishing Tackle that is catching them.

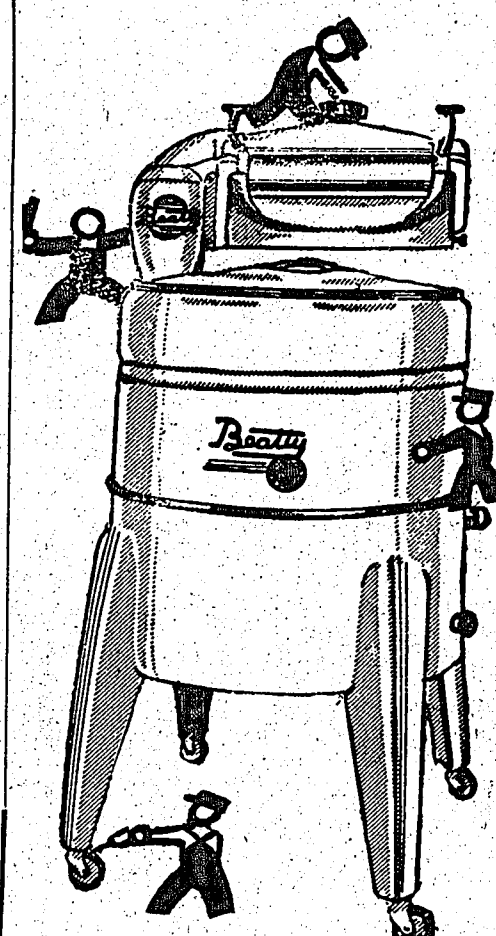
Vern's wide hardware and sporting goods merchandising experience is at your disposal.

WORTH WAITING
FOR!

GENUINE FRIGIDAIRE



BEATTY WASHERS



BUY A PLANE

THE Mc & Mc SERVICE DEPARTMENT

is taken care of by LAWRENCE WALROD.
NO JOB TOO SMALL, NO JOB TOO BIG!

CALL 44

and ask for LAWRENCE. He's the doctor for your washer, for your fridgaire, for your radio, or for any other service you require.

LAWRENCE—YOUR ELECTRIC ADVISER

Support The "LIBERATION" Regatta

Regatta History

Kelowna Regattas Started Thirty-Eight Years Ago

This year marks the first time that the Kelowna International Regatta has been operated by a community association incorporated under the provincial Societies Act. The original Kelowna Aquatic Association Ltd. was incorporated in 1906 when a group of forward-looking citizens decided to form an organization that would foster all forms of aquatic activity. With minor reorganization the company carried on until the spring of this year when shareholders at the annual meeting approved the taking over of assets by a community association.

Since 1933, when a shakeup in the administration took place, the company had been operated as a community affair with non-shareholders elected to the board of directors. However the original share set-up still existed and it was felt by all concerned that a true community association should be legally constituted. This would end any future question about allocation of profits and liability for income tax and end other problems such as share transfers.

The annual meeting approved the directors' recommendation that the company go out of existence and be

replaced by a non-profit community association. In tribute to the pioneers who initiated the Aquatic and the Regatta the meeting recommended that holders of founders shares be given life membership in the new association. This has been done and extended to all shareholders of record up to 1918. Approximately 35 shareholders are included in this list of life members.

The first Regatta grew out of a public meeting held in July, 1907. Prior to that time sailing races and sports had been held in conjunction with the Fall Fair. A committee was appointed and the first Regatta was held Thursday, August 15, 1907. There were three sailing races, four rowing and three swimming events, two diving competitions and motor boat races. Comedy was supplied by the popular "walking the greasy pole."

The C.P.R. wharf was the centre of activity in those days and lake boats were utilized as a grandstand with tarpaulins rigged as awnings.

Following the second gala in 1908, it was decided to form a permanent body to direct the Regatta and foster aquatic sports and swimming instruction. Four hundred shares valued at \$25.00 each formed the capital of the company totalling \$10,000. The promoters of the organization all subscribed liberally and an energetic canvass sold sufficient additional shares to erect the first buildings on the foreshore of the City Park—still occupied under lease from the city.

Season tickets were issued at a price of \$4.00 for man and wife, \$3.00 for single men and \$2.00 for single ladies' membership.

George C. Rose was elected first president of the Kelowna Aquatic Association Ltd. and the new premises were formally opened August 1909.

The first board of directors included G. C. Rose, president; F. DuMoulin, vice-president; G. A. Foster, secretary; A. L. Meagher, treasurer; T. W. Stirling, E. R. Bailey, D. W. Crowley, L. C. Aviss, W. M. Crawford and G. F. B. James, committee.

Grandstand

In 1910 the opening of the Aquatic was postponed from May 19 to May 27, owing to the death of King Edward VII.

One of the most important additions in that year was the erection of a grandstand with a capacity of eight hundred persons, at a cost of \$1,450. Grandstand boxes, to accommodate seven people, were sold at \$6.00 for one day and \$10.00 for two days.

Activities of the organization increased and in 1911 a second assistant, in the person of Alwyn Weddell, was employed during the summer.

In 1912, D. W. Crowley was instrumental in effecting a change in the Aquatic dances from fortnightly to weekly events.

In 1913, G. C. Rose retired from the office of president, and his departure was marked by a vote of thanks by the directors for "his untiring efforts for the Association since its inception."

First Great War

In 1914 the outbreak of the First Great War brought up the question of postponement of the Kelowna Regatta. It was felt that a break in the holding of the annual event would be fatal, and the directors went ahead and established a tradition for a successive series of

gals that has yet to be broken.

This first year of the war also saw a change in the secretaryship. H. G. M. Willson was appointed to the post and remained in office until 1928, when he resigned. His retirement terminated a service to the community that few can equal.

The following year the Regatta was reduced to a one-day show, and this was continued until the end of the war, the former two-day gala being resumed in 1919.

By 1916 D. W. Crowley felt that he had carried out his fair share of the work and he resigned in favor of J. F. Burns, former Police Magistrate of Kelowna. In the same year G. A. Meikle initiated his lengthy service on the Aquatic directorate.

By 1920 conditions had improved and the directors felt justified in extending the pavilion thirty feet eastward at a cost of \$3,000. The estimate of expenditure failed to cover the total cost of the work and, when all the bills were in, it was found the new structure had run to \$4,490. Faced with an unexpected outlay, the directors authorized issue of an additional \$1,000 of stock to cover in part the extra expense.

New Blood

In 1925 E. M. Carruthers saw the need for new and younger men to carry on the foundation laid by the pioneers, but his suggestion did not meet with favor by the old-timers on the directorate, which in view of later events, was unfortunate. Today the entire directorate is comprised of younger men.

In 1926 the association had a good year, due to a large profit that accrued from a visit by the Coldstream Guards Band. However, bands were not the answer to a decreasing revenue, as the directors found the following year, when almost \$300 was lost when the Aquatic sponsored a visit by the Australian National Band.

An old-time friend and supporter of the Aquatic died in 1927 in the person of W. M. Crawford. He had been President for many years, and his loss was keenly felt by his old associates.

Ken MacLaren presided over the Aquatic for the Silver Regatta in 1931 and to celebrate that anniversary improvements of over \$1,000 were made to the bathing houses. This was the first year in which R. F. Parkinson was associated with the Aquatic. He replaced W. R. Carruthers, who resigned to take the secretaryship.

The following year Mr. Parkinson was elected Vice-President under the presidency of Paul Tempest and the big show-up in Aquatic affairs occurred the next year. The Association had been going down hill steadily, with decreasing membership and loss of revenue.

Extraordinary General Meeting In action to prevent dissolution of the whole framework which had been built up during years of effort, an extraordinary general meeting was called in June, 1933.

The meeting heard a report of a special committee, comprised of R. F. Parkinson, P. V. Tempest and W. R. Carruthers, and adopted the recommendations made by that body, which seemed to provide a solution for Aquatic life.

The new plan advocated that the directorate of the Association, be reduced to three, to be elected by the shareholders, and in addition that an advisory committee of five be chosen by the ordinary active members to sit with the directors.

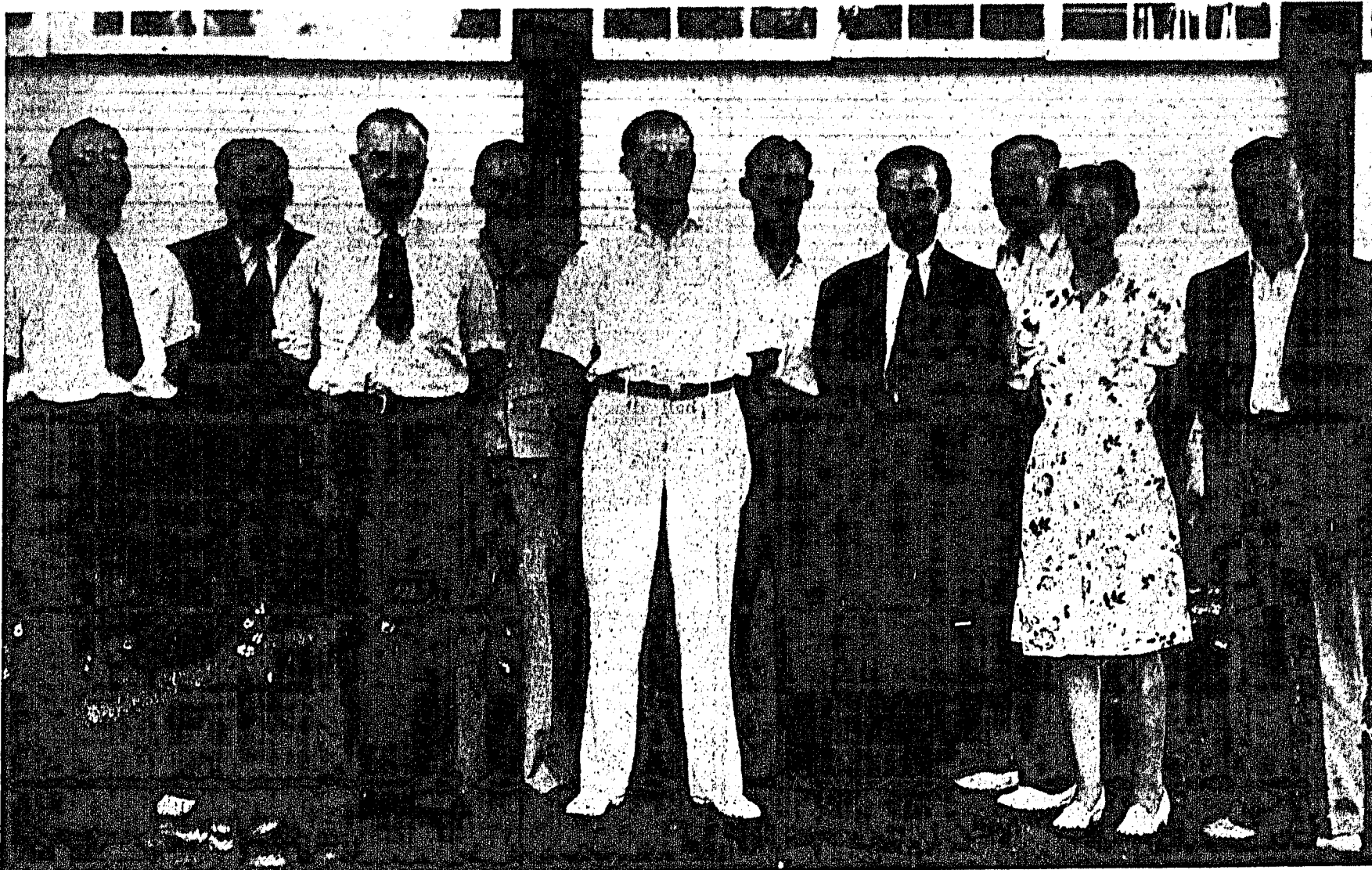
In the ensuing election, R. F. Parkinson, Ken MacLaren and H. A. Fairbairn were elected as directors and W. W. Pettigrew, Dr. M. P. Thorpe, Dr. Lloyd Day, J. B. Spurrer and Ken Shepherd as members of the advisory committee. Mr. Parkinson subsequently was chosen as President and Mr. Pettigrew as Vice-President.

Special committees were formed, an innovation as compared with any previous organization. They were concerned with rowing, internal management, swimming, diving and life saving, entertainment and dances, publicity and membership.

Ladies' Auxiliary

A Ladies' Auxiliary was formed

KELOWNA AQUATIC ASSOCIATION DIRECTORATE



Here are the men who direct the activities of the Kelowna Aquatic Association and the many details in connection with the staging of the 38th Kelowna International Liberation Regatta. From left to right they are: Gordon L. Finch, manager, night show; W. T. L. Roadhouse, bands, night show; J. Huntly Gordon, publicity; Allan Gilmore, membership; Wilson McGill, president; Roy Longley, coach; Don C. Fillmore, program; G. R. Eland, policing; Miss Audrey Hughes, secretary; Norman DeHart, advertising.

Five directors were absent when the picture was taken. They are: J. J. Ladd, dances; Fred Campbell, treasurer, tickets and gates; Lyle Sanger, Lady of the Lake contest; Roy Pollard, parades; Horace Simpson, gates.

ALICE THOMSON CAN'T BE HERE

Idol of Kelowna Swimmers Will Miss Big Show

Alice Thomson, who starred for both Kelowna and Victoria in Regattas during the past five years, will not be present at this year's gala.

Word comes from Victoria that she can't get away from her war job for the big show and will be missing from the Victoria "Y" team headed by smiling Archie McKinnon.

It is four years since Alice represented Kelowna and won fame by her superlative exhibition, winning the aggregate title. That was the year that Joan Langdon broke the world's record in the 50-yards backstroke.

Alice moved to Victoria where she competed for the "Y" club coached by Archie McKinnon. Lack of practice time has made it difficult for her to reach the peak of performance but she has always been a threat to the best in the Northwest.

She will be missed this year and a host of friends will regret their inability to yell her on to victory.

Since its inception in 1909, the organization has seen many changes, and although, at times, it seemed to falter in its progress, it has surmounted all difficulties brought about by changing times and conditions.

The past few years have marked a succession of bigger and better Regattas which have publicized the Orchard City from coast to coast and across the border. It is a tradition in Kelowna that the International Kelowna Regatta must not fail, and in spite of wars and economic depressions, the show has been carried on for thirty-eight years which culminate in the summer's International "Liberation" Regatta. It stands proudly beside its predecessors in providing funds for veterans' rehabilitation and strengthening goodwill and enduring friendship with our neighbors to the south with whom Canadians are fighting side by side for that watchword of the Regatta—"Liberation."



TREADGOLD PAINT SUPPLY

PAINTING - DECORATING - SIGNS
SHOW CARDS - PICTURES
PICTURE FRAMING, etc.

A & B MEAT MARKET

Best Wishes For A Successful

"LIBERATION" REGATTA

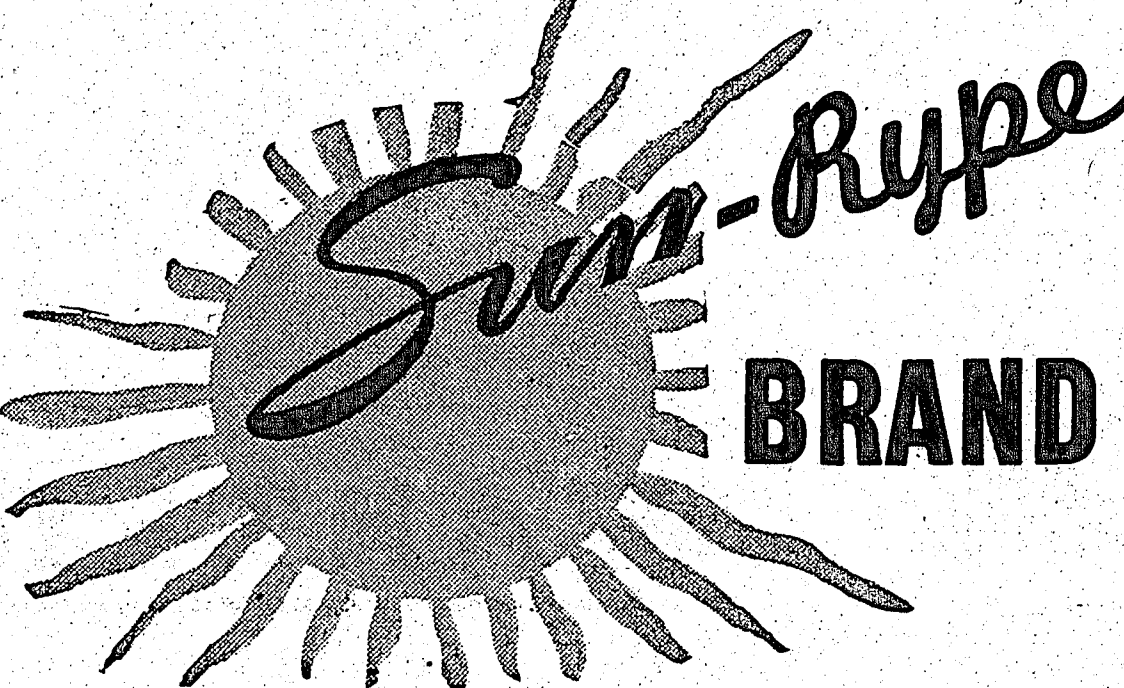
For Your
REGATTA MEALS
Order Your Meat From
the "A & B."



COLD HAM, BOLOGNA, VEAL LOAF, CHEESE LOAF, etc.
FRESH VEGETABLES—Lettuce, Tomatoes, Cucumbers, etc.
Phone 320 We Deliver

FOR BETTER PICKLES

use



VINEGAR

PURE APPLE CIDER VINEGAR

and

WHITE DISTILLED VINEGAR

Processed from Okanagan apples. Excellent for table use.
Full pickling strength.

ASK YOUR GROCER FOR IT!

PRODUCED IN KELOWNA BY

Kelowna Growers' Exchange - Modern Foods Division

IN WAR or PEACE YOU CAN SAVE ON YOUR Grocery Budget

without sacrificing Quality—SHOP AT YOUR LOCAL

OVERWAITEA

There have been many new demands on family incomes during the past year. Increased taxes, War Certificates and Bonds, and other loyal expenditures.

Many thrifty minded wives, to keep within their grocery allowance and yet not deprive their husband or children of Quality Foods, have changed over to Overwaitea Stores. They have been overjoyed with the results.

Why don't you try your local Overwaitea Store? Call in and have a chat with the manager. He will be pleased to help you in every way possible.



OVERWAITEA LTD. IS A 100 PER CENT B.C. OWNED FIRM

KAMLOOPS: Verne Solberg and Al. Perry VERNON: Art. Nivens KELOWNA: Geo. Gatter PENTICTON: J. L. Hooper OLIVER: M. Garwood WEST SUMMERLAND: John Gloyd PRINCETON: Wm. Maxwell

And 26 more stores in B.C. to serve our many friends and customers.

SCULL EVENTS ARE PROMISED

Sculling races are always an important part of any Regatta, and a number of doubles and fours events will be staged both Wednesday and Thursday.

Local crews will enter these competitions and, although the

times will not be record breaking, the scullers have been training faithfully and some close competition is promised.

Heads in the doubles will be run on Wednesday, with finals in both events on Thursday afternoon. Races will be over a quarter-mile course.

Kelowna used to be famous for fine oarsmen, and it is a credit to some of the old-timers that interest is being kept alive in spite of war

conditions. When peace returns it is expected that fine scullers will again be developed here.

VERNON ENTRANT IN LADY OF THE LAKE CONTEST

The Vernon Kinsmen's Club will have representation at the Kelowna Regatta. It was announced last week. Mrs. Margaret Michelson will enter the Lady of the Lake contest as "Miss Vernon Days."

Attend the ...

KELOWNA International Regatta

Kelowna's continued Regatta efforts are proof of the undiminishing soundness of this district!

For a profitable and attractive investment see this

REGATTA SPECIAL

19 ACRE PROPERTY

9½ acres in fully bearing fruit trees, peaches, apricots, cherries, apples. Fully modern house. ¼-mile lake front, with private wharf.

PRICE \$12,000

E. M. Carruthers & Son, Ltd.

Mortgages

Real Estate

Insurance



Ace Sports Writers Will Cover Liberation Regatta

Vancouver Sun Executive Heads Group of Scribes

Co-operates

Vancouver newspapers will give added coverage to the 38th Liberation Regatta this year in recognition of the top billing it will receive in Canadian sport circles.

For the first time the Vancouver News-Herald is sending a reporter to headline the events. Carl Robertson is the morning sheet's representative, and Lilloet Davidson will also be on deck to assist and highlight the social events that form an important part of the two-day gala.

Hal "The Great" Straight, managing editor of the Vancouver Sun, will be up this year, and when the portly left-hander decides to leave his Sun Tower the show must be good.

He used to be a regular visitor some years ago when he was sports reporter for his sheet and before age and poundage prevented his strolling any longer on the baseball diamond and the basketball floor.

Dave Buchanan will again be up to shoot action pictures for the Sun, and his presence assures the best of photographic coverage. There will be a flock of photogenic gals here from all over Canada and the Pacific Northwest and Dave will be in his element.

Not to be outdone in avoidpools, the Vancouver Daily Province is matching Ken McConnell against Straight, and weight for age they appear evenly matched. The jovial Province sports writer was here last year and made a vow to return which he is keeping in spite of attractions in Vancouver. In addition to being a good newspaper man, Ken is the life of any party and, with Hal Straight to egg him on, anything can happen and probably will.

Chuck Jones, who has been closely identified with basketball and other sports in Vancouver for many years, will accompany McConnell as cameraman and special writer and is a welcome addition to the newspaper ranks.

With this collection of news hounds on the job, the Regatta should receive the finest coverage in history and the resulting publicity will be invaluable both to the community and the Regatta.



MRS. M. BADLEY,

President of the Women's Auxiliary to the Canadian Legion, an organization which has rendered valuable aid to the past four Regattas. Of all the organizations co-operating in putting the war Regattas over, the Legion Auxiliary has been one of the most enthusiastic. It has handled the difficult concessions committee, and its members have worked long and hard in this department. The Legion Auxiliary committee is headed by Mrs. Badley.

KELOWNA NURSE BRIDE OF AIR FORCE MAN

Gladys Susan Swainson Married To Sgt. John Bright Ewing, R.C.A.F.

A wedding of interest to Kelowna and Jasper, Alberta, residents took place on Friday, July 21, at the Station Chapel, No. 12 S.F.T.S., Brandon, Man., when Gladys Susan Swainson, Reg. N., younger daughter of Mr. and Mrs. Fred Swainson, of Kelowna, became the bride of Sgt. John Bright Ewing, R.C.A.F., younger son of Mrs. E. Ewing and the late Charles Ewing, of Jasper. Flight-Lieutenant Vance officiated.

Given in marriage by her father, the pretty bride wore an afternoon dress of azure blue crepe, with halo and accessories in tone, and she carried a nosegay of Sweetheart roses and white sweet peas.

Sgt. Jean Bodz, R.C.A.F. (W.D.), who attended the bride, chose a dusky rose two-piece dress with brown accessories and carried a nosegay of Tallisman roses and mauve gladioli.

The groom was supported by Flt-Sgt. George "Red" McLean. At the close of the ceremony L.A.W. Clara Cassey sang "Because," accompanied by Section Officer Lester at the organ.

Subsequently a reception was held in the Hotel Prince Edward, when Mrs. Swainson, mother of the bride, wearing a dress of gold crepe with beige accessories and a corsage of yellow gladioli, and Mrs. Ewing, mother of the groom, attired in a sky blue silk two-piece dress with white accessories and a corsage of pink carnations, assisted the bridal party to receive their friends. The toast to the bride was given by Flt-Sgt. McLean, to which the groom responded.

After the wedding cake had been cut, Sgt. and Mrs. J. B. Ewing left for their honeymoon to be spent at Winnipeg and Eastern points, the bride choosing a top coat of chocolate brown camel hair for travelling. On their return, the couple will reside in Brandon.

CROWD WAS GOGGLED-EYED AT DIVING

Patnik And Athans Made Practice Dives Sunday

Elsewhere in this issue there is a story which says that the diving this year should be sensational. A handful of goggle-eyed enthusiasts who were fortunate enough to be at the Aquatic Sunday evening will tell you that story is too conservative. They saw Al Patnik and George Athans in their first plunges here.

The weather was not good and the crowd, consequently, was small—perhaps half a hundred in all. But if the crowd was small, the diving was great, and those two score and a half people had a feeling that they were "in on" something that their friends were missing.

The two divers showed enough in that brief practice to emphasize that any superlatives that may be used to describe the diving this year can be no exaggeration. The diving alone will be worth more—much more—than the price of admission.

Patnik and Athans arrived Sunday afternoon from Seattle. They were accompanied by Patnik's mother and two sisters. The party are house guests of A. J. Hughes and Miss Audrey Hughes.

POPULAR SEATTLE SWIMMER BACK

Irma Schoenauer, of Seattle, has entered several of the swimming events. Miss Schoenauer is no stranger here, having entered events in the past two Regattas. She has been a popular winner and has made many friends here.

TRY COURIER WANT ADVS. FOR QUICK RESULTS

Fumerton's

CLEAR SAILING FOR THE REGATTA

Balcony Bargains



SALE of 100 Suits and Dresses—Smart colored cottons—perfect for all summer—one and two-piece styles in gay printed spuns and seersuckers. PRICED AT

\$3.95, \$4.95, \$5.95 to \$8.95

Dress up your suit with a colorful

PRINTED BLOUSE

A smart addition to any suit. Tuck-in Styles, with long sleeves. Sheers, Crepes and Spuns. Sizes 32 to 42

PRICED

\$2.95, \$3.49 and \$3.95



PLAY CLOTHES FOR GIRLS Everything for Beach, Camp and Vacation Wear



Hobo Skirts 98c to \$2.49
Cotton Slacks \$1.49 to \$1.95
Cotton Dresses in gay styles 7 to 14 years 98c to \$1.95



Fumerton's Limited

"WHERE CASH BEATS CREDIT"

The "LIBERATION" REGATTA is worthy of YOUR SUPPORT



REGATTA SPECIAL

FOUR BEAUTIFUL LAKE FRONT PROPERTIES

Ranging in price from \$9,000 to \$15,000. All lovely modern homes and ideal locations.

Excellent value in any of these listings!

—SEE US FOR CITY AND FARM PROPERTY—

McTavish, Whillis & Gaddes LIMITED

Phone 217

Kelowna, B. C.

WANTED

- GATE KEEPERS
- TICKET SELLERS
- TICKET TAKERS

For the Regatta

Wednesday and Thursday

THE NEED IS REALLY URGENT!

Those willing to assist kindly phone FRED CAMPBELL at 618.

THE PRESS

HISTORIAN, crusader, moulder of public opinion and servant of the people, the editor of any one of British Columbia's eighty-three weekly newspapers can be depended upon to do his part for community betterment in peace and war.

He is the first to mobilize the sentiment of his people, most of whom he can call by their first names, in a wholehearted campaign to back the war effort.

His paper's columns are ever open to the Victory Loan drives, the Red Cross, and every other worthwhile effort to aid the community.

PRINCETON BREWING CO. LTD.
PRINCETON - BRITISH COLUMBIA



Offered in tribute to those who work for victory today and better times tomorrow

FOR THE REGATTA AND REGATTA VISITORS

- SUN GLASSES
- PERFUMES
- COLOGNES
- POST CARDS
- SOUVENIRS

'DETTOL' HE MODERN ANTISEPTIC

For instant application to all

OPEN WOUNDS

CUTS • SCRATCHES

ABRASIONS

Kills Germs Fast

Does Not Hurt

Non-poisonous

Non-staining



R. H. BROWN, Phm.B., "The Modern Apothecary"

BROWN'S PHARMACY LIMITED

PHONE 180 WE DELIVER

After Liberation comes Rehabilitation!
Let's all help our war heroes back to
civilian life by supporting Kelowna's

"LIBERATION" REGATTA

We are doing our best to keep your bicycle running.

CAMPBELL'S BICYCLE SHOP

Phone 197 Corner Abbott and Park Ave.

THE MODERN ELECTRIC

430 Pender Street Kelowna, B.C.

... WELCOMES REGATTA VISITORS

- Victor Bluebird, Decca and Columbia Records
- Beach Electric Coal and Wood Ranges
- R. C. A. Victor Ice Refrigerators
- Appliance and Radio Repairs and Service



Let's "Pull Together"
and Co-operate to
make Kelowna's

"LIBERATION" REGATTA

a success!
CO-OPERATION PAYS!
K. G. E.
CO-OP. GROCERY
STORE



LET'S ALL ATTEND ...

THE KELOWNA REGATTA

AUGUST
2 and 3



The finest entertainment available. ... All
efforts directed toward a worthy cause. ...
The Regatta is deserving of your support.

LET'S ALL GO!

WM. HAUG & SON

Established 1892
Phone 66 COAL DEALERS Kelowna, B.C.

PAPER and STATIONERY SUPPLIES, WRAPPING PAPERS, BAGS AND TWINES

Distributors for
PACIFIC MILLS LTD.
Ocean Falls, B.C.

Kraft and Bulldog Wrapping Papers
Bathroom Tissues Waxed Papers Paper Napkins

Distributor for
BARTRAM PAPER PRODUCTS LTD.
Vancouver, B.C.

Manufacturers of
PAPER BAGS OF EVERY DESCRIPTION

COLUMBIA PAPER CO. LTD.
Wholesale Paper Merchants and
Manufacturing Stations

Vancouver Warehouse:
986-996 Homer Street
Phone: Marine 6511

Victoria Warehouse:
1410 Broad Street
Phone: GARDEN 7164

GORDON FINCH HOLDS KEY REGATTA JOB

Manager Carries Big Load In
Directing And Co-ordinating
Gala

Gordon Finch accepted the position of manager of the Kelowna Aquatic Association last spring after resigning as president of the Association. He succeeds Jack Treadgold, who did a fine job last year when he was drafted to replace Lieut. R. F. Parkinson.

The new manager's duties have been lightened somewhat this year with the secretarial work and the treasurer's duties being handled by Miss Audrey Hughes and Fred Campbell respectively. This arrangement allows the manager to give full time to administrative work and as co-ordinator of the thousand-and-one details growing out of the staging of the annual Regatta.

Two years ago it looked as if the popular local man would be lost to the Kelowna Aquatic Association for the duration. He was all set to start training in the R.C.A.F. when he was called to the front and ended his hopes. The nation's loss was the Aquatic's gain, and he has given enthusiastic and valued service to the Association and the community as president and manager.

The Manager's duties are onerous and exacting, and the success of the Regatta depends upon his handling of the administrative work. Service as president for two years has given Mr. Finch an insight into the inside workings of this enterprise, and the success of the present Liberation Regatta is a tribute to his ability.

In addition to his duties as manager, he is the star attraction each year in a thrilling water skiing exhibition that places him at the top of exponents of this exciting sport. In private life he is proprietor of the Kelowna Fuel Co., Ltd., and has recently become associated with C. R. Elan in Interior Agencies Ltd., a real estate and insurance firm.

ANSCOMB HEARD BY DELEGATES

Minister of Works and Municipalities Speaks Here

Hon. Herbert Anscomb was a surprise guest of honor at the luncheon at the Royal Anne last Thursday prior to the quarterly meeting of the Okanagan Municipal Association.

The forthright Minister of Public Works and Municipalities made a short but stirring appeal to the delegates from Kamloops south to Pentiction to work with the rest of British Columbia for post-war prosperity.

He told them that the rich Peace River country must be connected with southern B.C. so that its riches can be routed through the province of which it is an important part.

Both a highway and a railway must bring its products south instead of east through Alberta, he stressed, so that the thousands that flock there after the war will have quick access and egress to their northern empire.

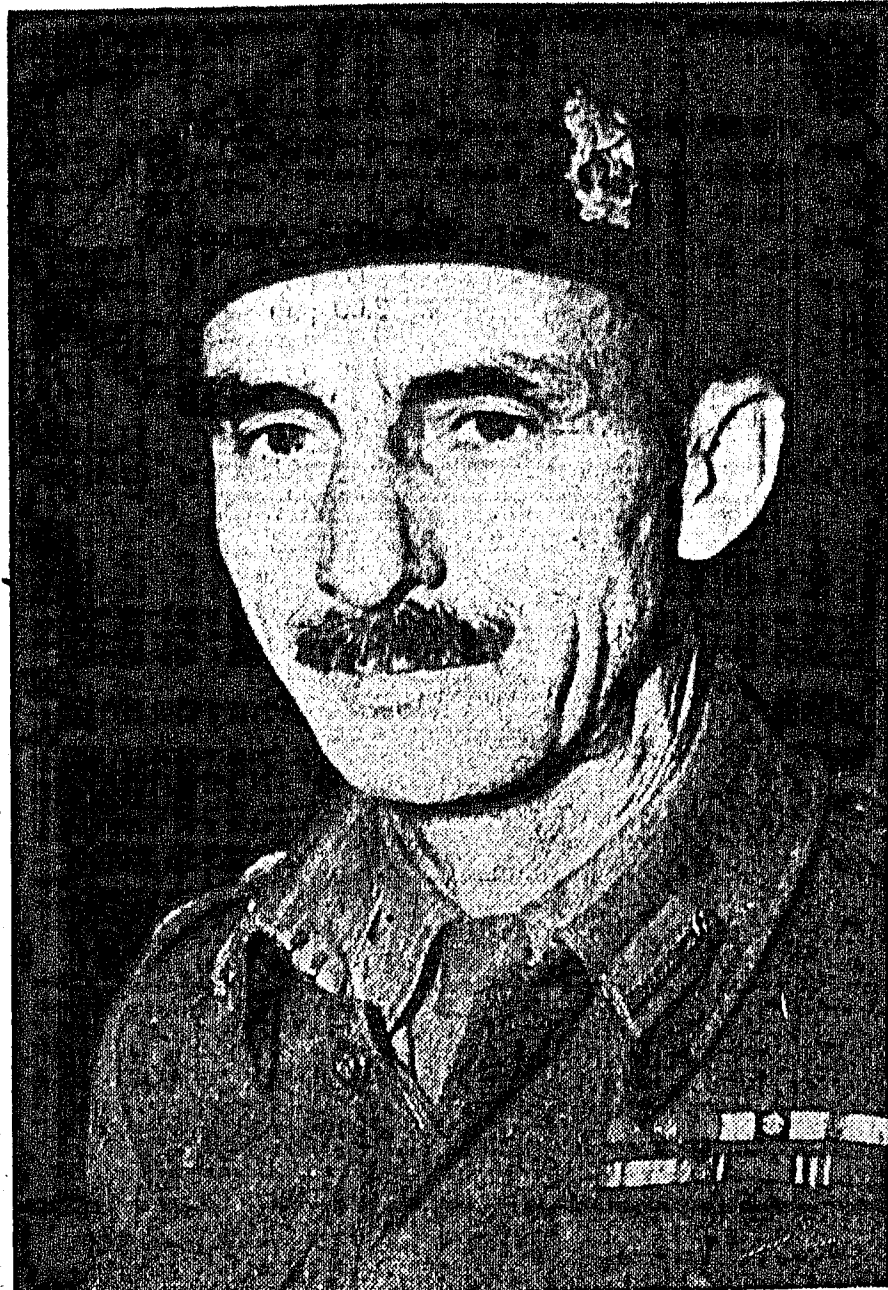
The Minister told his listeners that he hoped to see the time when a person driving across the international boundary would not know he had reached British Columbia so far as the highways were concerned.

Turning to the international scene, he warned that B. C. faced many problems concerned with a continuation of world trade. Some means would have to be found to compete with Russia's timber in European markets and science was constantly developing substitutes for the province's primary product. For this reason the Government was determined to control the production of hydro-electric power so that cheap industrial power would be available for industries, and enable them to compete with producers in other countries in the world's markets. Competition will be exceedingly keen, he told the delegates, and must be met.

Tariffs would be lower in the post-war world, and manufacturers would have to meet the products of competitors from nations with a much lower standard of living. Only by working together as a unit could we solve the problem. There was nothing that couldn't be accomplished together, he concluded.

The minister left for the Coast later in the day, after finishing some private business in the city. In private life he is president of the Growers Wine Co. Ltd.

WILL BE PRESENT



BRIGADIER M. F. GREGG, V.C.

Commanding Officer of the Canadian Infantry Training School, Vernon, who will attend the Regatta. Brigadier Gregg on previous occasions has spoken in glowing terms of the work of Kelowna women, notably the Hostess Club and the C.R.C.C., in connection with the entertainment of men from the Vernon Camp. It is through his kind co-operation that the Opposed Commando Raid is being staged on Thursday night.

Vernon Commander Praises Work Of Kelowna Women's Organization

Brigadier Gregg Has Outstanding Record of Service In This And The First World War—Through His Co-operation Commando Raid Is Staged

Brigadier M. F. Gregg, V.C., Commanding Officer of the Canadian School of Infantry, Vernon, who will be present at the Regatta and through whose kind permission the Opposed Commando Raid is being staged on Thursday night, is no stranger to Kelowna. He made a short address here during the Fourth Victory Loan campaign, following the march past of a reserve unit which had put on a demonstration. In that address, as on other occasions, Brigadier Gregg praised the work of the Hostess Club and the Canadian Red Cross Corps, which operates the Toc H hostel. He said the work of these organizations had endeared Kelowna to the hearts of the officers and men stationed at Vernon. He was wounded at Cambrai in 1915. Before being wounded, he had been recommended for a commission, and after his recovery he was qualified as a lieutenant in the Officers' Training Course at Cambridge, and was gazetted to that rank in the Territorials of the Imperial Army, his regiment being the King's Own Lancasters. He remained only two months with this unit and ordered to report to Canadian Headquarters for duty with the C.E.F. He was sent to the Nova Scotia Reserve and at once transferred as a reinforcement officer to the Royal Canadian Regiment, with which he remained until the end of the war. He was wounded three times in 1915, in 1917 and again in 1917. His first decoration, the Military Cross, was awarded him for gallantry in leading a successful night trench raid at Vimy on June 9, 1917. He won a bar to his Cross at Monchy during the Arras show in August, 1918, and the highest decoration

for courage came with the winning of the V.C. at Cambrai in September of the same year.

Brigadier Gregg came back to Canada as adjutant of the Royal Canadian Regiment and shortly afterwards returned to civil life.

Prior to this war, he held the ranks of captain and major in the Governor General's Foot Guards of the Active Militia. He has also been connected with the New Brunswick Rangers and was Brigade Major of the 16th Infantry Brigade. He enlisted at the outbreak of the Second Great War and served overseas for two years. In May, 1941, he was appointed Commandant of the Officers' Cadet Training School, in England, for prospective Canadian officers, similar to Brockville and Gordon Head. On returning to Canada, he was appointed Commandant, O.I.C., Brockville. Upon his appointment to the Canadian School of Infantry at Vernon last fall, he was made Officer Commanding.

Brigadier Gregg was born on April 10, 1892, at Mountinade, N.B., son of George Gregg, a prominent farmer of that district. His mother was a descendant of the United Empire Loyalists who came to Parr Town (now St. John) with the "Spring Fleet" in 1783.

WATER SKIING BRINGS THRILLS TO THOUSANDS

Gordon Finch Will Again Star In Spectacular Event

Water skiing is perhaps the most spectacular entertainment feature staged at the Kelowna International Regatta.

In past years Sgt. Bruce Paige thrilled the crowd with his artistry and during the past two Regattas Manager Gordon Finch has put on some thrilling exhibitions.

When Finch and Paige teamed up on the jump it was a great spectacle and never to be forgotten by Regatta visitors.

Although Finch is extremely busy with a multitude of duties as Regatta manager, it is expected that he will again take time off to make the crowd's eyes and ears as he makes the jump at forty miles per hour behind a fast speed boat and takes off through the air.

It is rumored that he will put on a special spine chiller this year, but whatever he does it will be worth the price of admission alone.

JIM BROWNE IS SPECIAL ANNOUNCER

Popular Radio Executive Will Add Color To Events

Description of Regatta events over the public address system is a vital part of any program's success, and this year Kelowna is extremely fortunate in having an ace announcer to provide color.

Jim Browne, C.K.O.V. head, has volunteered his services during the two days to give the spectators interesting descriptive backgrounds for the stars who will sparkle during the aquatic events on Wednesday and Thursday afternoons.

He has had a wealth of experience as a master of ceremonies and is rated at the top when it comes to painting a word picture of the action taking place before thousands such as will pack the grandstand and pavilion.

Don Fillmore will again announce competitors and events and will cover all the details that come up before each race is run off, in addition to keeping an eye on what is going on in the open water outside the pool and diving stand.

RHYTHMIC SWIMMING EXHIBITION

Kelowna Fortunate In Having Co-operation Of Toronto Team

Those who have seen an exhibition of rhythmic swimming are sure to be present to see the displays to be put on here by the members of the Toronto team under the direction of their coach, Mr. Elliott. Rhythmic swimming is something to see and not to write about, because words simply cannot convey an adequate impression of the rhythm, beauty and precision the swimmers display as they form their patterns. Many have seen some shots of it in the movies, but here, for once, the camera seems to just miss the full impression it leaves on one who actually sees it. It is something to be seen and lived; not absorbed second-hand.

It is distinctly a "break" for the people of this area that the Toronto group have consented to put on a rhythmic swimming display. Most of the group are members of the Toronto Mermaid Club, which has won fame not only in Canada but also in the United States for their outstanding presentations of this type of swimming. This club uses about three score girls in its shows, and weaves and forms complicated patterns which are little short of breath-taking.

There is no suggestion in this article that the display here will compare with those presented by the club in Toronto. There is a slight difference in the numbers taking part, for instance. Here there will be about eight girls, sufficient to give an excellent exhibition.

These girls and their coach have consented to put on this show simply as a boost to the Regatta and to show the people here a little bit of the finer type of swimming. Rhythmic swimming is to water sports what figure skating is to ice sports, or ballet dancing is to dancing. Its chief components are grace, beauty and precision.

If you have ever seen rhythmic swimming, there is no need to suggest that you be present, for you will be. If you haven't seen rhythmic swimming, take a tip and put it on the "must" list. If you don't you'll be sorry!

ADVENTISTS HOLD ANNUAL CAMP MEETING

Expect 500 To Attend—Speakers From U.S. and Canada

The essential doctrine of the second coming of Christ, and the necessity of heralding His return to all peoples before He shall come, will be the theme of the annual meeting of the Seventh-Day Adventist churches of the Okanagan district, to be held here, August 4 to 6. Attendance is expected to reach the five hundred mark with many attending from the various Seventh-Day Adventist churches in British Columbia. Elder W. A. Clemenson, President of the B. C. Conference of S.D.A., will preside at the meetings, and there will be speakers from both Canada and the United States.

The per capita record of Seventh-Day Adventists is one of the highest in their history, the world average for missions being \$37.57 per member. Their high per capita giving may be explained partially by their rigid requirements for church membership.

The camp meeting is open to the general public. All meetings will be held in the Rutland Seventh-Day Adventist Church, the opening meeting being on Friday night, August 4, at 8:00 p.m.

AIR MARSHAL NOT COMING

Last week Air Vice-Marshal F. B. Heakes, C.B., Officer Commanding Western Air Command, informed the Regatta officials that he would be flying to Kelowna to attend the show. On Saturday, however, he telegraphed that, due to circumstances beyond his control, he would not be able to be present.

TWO WELL KNOWN LEADERS ... ROYAL ANNE SERVICE

and

KELOWNA REGATTAS

Support the ...
INTERNATIONAL
LIBERATION
REGATTA

Your support of the Regatta will make it possible for the successful rehabilitation of our ex-service men and women.



ROYAL ANNE HOTEL

J. H. BROAD, Manager.

THE LAUREL CO-OPERATIVE UNION

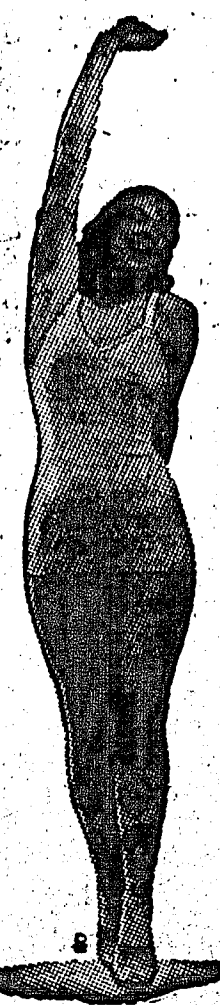
Packers and Shippers
of

OKANAGAN FRUIT and
VEGETABLES

Support the ...

"LIBERATION" REGATTA

Net proceeds for local Rehabilitation Committee.



SOVEREIGN BATHROOM TISSUE

Wishes Success to the
REGATTA!

Also—
SOVEREIGN
CLEANSING
TISSUE

"Sovereign" is a carefully made tissue that offers the highest quality—pure and white and creped for added strength.

"Sovereign" Cleansing Tissue, also a favorite, comes in handy pull-out packages.

**Smith Davidson
& Wright Ltd.**

VANCOUVER - VICTORIA - CALGARY - EDMONTON

WE WILL NOT LET THEM DOWN!



Regatta funds are for the rehabilitation of our young men and women of the armed forces. ... Be a booster for your city and your Regatta!

THE CASCADE CO-OPERATIVE UNION

Packers and Shippers of

OKANAGAN FRUITS and VEGETABLES

Two great leaders in the West ...

"PRIDE OF THE OKANAGAN"

CANNED FOODS

and

KELOWNA'S 38th ANNUAL
"LIBERATION" REGATTA



Just as the Kelowna Regatta has gained fame throughout the west as an outstanding aqua show, so has "Pride of the Okanagan" Canned Foods gained an enviable reputation for their outstanding flavor and quality.

Manufactured by the Rowcliffe Canning Co. Ltd., Kelowna, B.C.

SECOND IN MILE
Kelowna swimmers overseas always make a good showing in service events against the toughest competition.
Word has just reached Mr. and Mrs. W. Burnell that their son, Pte. Harry Burnell, 1st Div. C.C. Signals, came second in the mile swim in aquatic army sports, held in Salerno recently. He is attached to the Central Mediterranean Forces, and presumably met the best of American and British competition.

WHERE TO STAY?

when visiting Kelowna's
"LIBERATION" REGATTA

KELOWNA KUMFY KOURT

WELCOMES YOU!

- Fifteen Modern Cabins—Clean, Comfortable with Shower Bath, Toilet, Hot and Cold Water.
- Cool Shady Grounds • Moderate Rate
- Refrigerator

For reservations phone, write or wire—
KELOWNA KUMFY KOURT, Kelowna, B.C.

2 REGATTA DANCES

WEDNESDAY and THURSDAY
August 2 and 3

at the **AQUATIC** at the **I.O.O.F. HALL**
Carl Dunaway's Saxie de Blass' Orchestra Orchestra

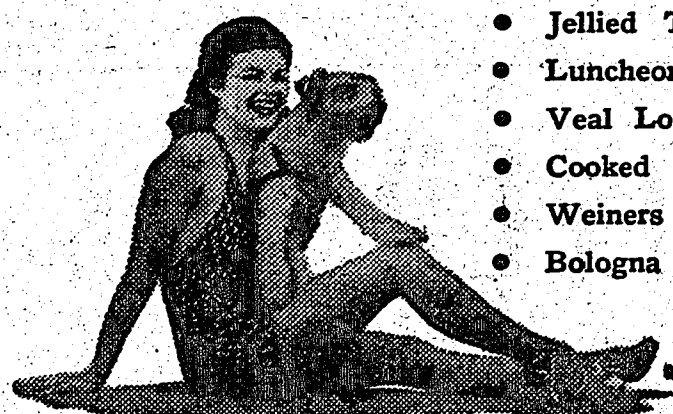
HARRIS MEAT MARKET

"Where Quality Reigns Supreme"

FRESH CURED MEATS, POULTRY AND FISH

COOKED MEATS for your Regatta Luncheon

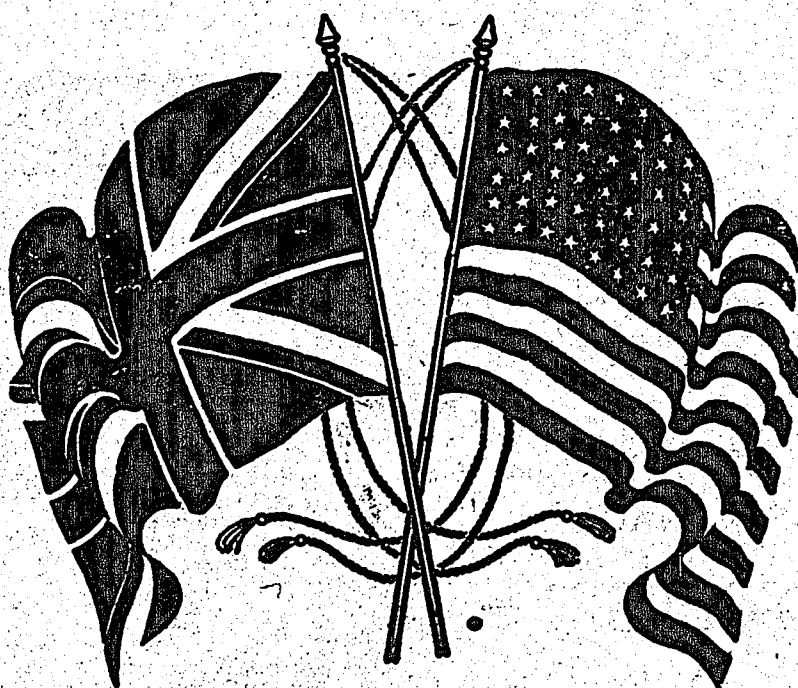
- Jellyed Veal
- Jellyed Tongue
- Luncheon Loaf
- Veal Loaf
- Cooked Ham
- Weiners
- Bologna



Be Sure To Attend Kelowna's Regatta!

—PHONE 243 FOR DAILY DELIVERY—

COME ON KELOWNA!



BOOST for the Regatta.
BOOST for Kelowna, and
BOOST for Kelowna young men
and women of the armed forces.

REGATTA FUNDS are earmarked for
rehabilitation work.

Let's all go and show them we are proud
of them.

OCCIDENTAL FRUIT CO.
LIMITED

Kelowna

Summerland

« « REGATTA PROGRAM » »

1.20 p.m.—Penticton Sea Cadet Band, parading on Bernard Ave. to form Guard of Honor at Official Opening.
1.45 p.m.—Official Opening, Wednesday afternoon Regatta, by President and 1943 Lady of the Lake.

WEDNESDAY'S PROGRAM, AUGUST 2

- 1.45 p.m.—50 yards Freestyle, Boys 16 and under. Interior of B.C. only. Monogram Gin Cup.
- 1.45 p.m.—3 Metre Diving, Girls 16 and under. Interior of B.C. only. Cunard Cup.
- 1.45 p.m.—250 yards Kayak Race.
- 1.50 p.m.—25 yards Freestyle, Boys 12 and under. Interior of B.C. only. Gooderham and Worts Cup.
- 1.55 p.m.—100 yards Freestyle, Ladies, open. B.C. championship.
- 2.00 p.m.—Men's Club Doubles, ¼-mile (heat).
- 2.00 p.m.—150 yards Medley Relay, Back, Breast and Freestyle, Junior Girls. B.C. Championship.
- 2.10 p.m.—100 yards Freestyle, Men, open. Hudson Bay Cup. B.C. Championship.
- 2.15 p.m.—50 yards Freestyle, Girls 14 and under. Interior of B.C. only.
- 2.20 p.m.—150 yards Medley Relay, Back, Breast and Freestyle, Junior Boys. B.C. Championship.
- 2.30 p.m.—50 yards Backstroke, Ladies, open. B.C. Championship.
- 2.30 p.m.—3 Metre Diving, Boys and Girls, 12 and under. Interior of B.C. only.

Water Skiing and Aquaplaning

- 2.35 p.m.—Flag and Cigarette Race, 50 yards.
- 2.40 p.m.—50 yards Breaststroke, Junior Girls. B.C. Championship.
- 2.50 p.m.—300 yards Medley Relay, Back, Breast and Freestyle, Men, open. B.C. Championship.
- 3.00 p.m.—One Mile Swim, Ladies, open. Wrigley K.A.A. Cup. B.C. Championship.

Exhibition Diving

- Al Patnik, Seattle. George Athans, Vancouver. Ted Rau, Victoria.
- 3.15 p.m.—25 yards Swim, Boys and Girls, 8 and under. Kennedy Cup. Interior of B.C. only.
 - 3.20 p.m.—300 yards Freestyle, Boys 16 and under. 2nd C.M.R. Cup. Interior of B.C. only.
 - 3.30 p.m.—3 Metre Diving, Junior Boys and Senior Men combined as one event. Whalen Cup for men. Pacific Box Cup for Boys. Interior of B.C. only.
 - 3.40 p.m.—50 yards Backstroke, Junior Girls. B.C. Championship.
 - 3.45 p.m.—150 yards Medley Swim, Back, Breast and Freestyle, Ladies, open.
 - 3.50 p.m.—25 yards Freestyle, Girls 11 and under. Interior of B.C. only.
 - 4.00 p.m.—10-oared Cutter Race. Sea Cadet Rowing Race, ¼-mile, to Kelowna crews.
 - 4.00 p.m.—50 yards Freestyle, Boys 14 and under. Interior of B.C. only.
 - 4.10 p.m.—100 yards Breaststroke, Men, open. B.C. Championship.
 - 4.20 p.m.—100 yards Freestyle, Junior Girls. B.C. Championship.
 - 4.30 p.m.—150 yards Medley Relay, Back, Breast and Freestyle. B.C. Championship.
 - 4.40 p.m.—50 yards Freestyle, Girls 16 and under. Kelowna Furniture Cup. Interior of B.C. only.
 - 4.45 p.m.—50 yards K.A.A., Ladies, handicap. K.A.A. Trophy.
 - 4.50 p.m.—150 yards Medley Swim, Back, Breast and Freestyle, Men, open.
 - 4.55 p.m.—25 yards Apple Box Race, Boys and Girls 14 and under.
 - 7.30 p.m.—Visit the Midway.
 - 7.30 p.m.—Marching Bands.
 - 8.30 p.m.—Wednesday Night Show "The Compleat Angler." Ornamental Swimming.
 - 9.15 p.m.—Bathing Beauty Pageant and Crowning of the Lady of the Lake.
 - 10.00 p.m.—Dance, Aquatic Pavilion. Admission: Members, 50c; Non-members, 75c.
 - 10.00 p.m.—Dance, I.O.O.F. Hall. Admission, 50c.

THURSDAY MORNING

- 11.30 a.m.—Band Parade, Bernard Ave.

THURSDAY AFTERNOON

- 1.15 p.m.—A Welcome and Tribute by Lady of the Lake.
 - 1.25 p.m.—Dedication of Kelowna's Honor Roll.
 - 2.00 p.m.—Wrigley Mile, Junior Boys. Wrigley Cup. B.C. Championship.
 - 2.00 p.m.—3 Metre Diving, Service Men.
 - 2.00 p.m.—Quarter-Mile Doubles, heat.
 - 2.05 p.m.—50 yards Backstroke, Service Men.
 - 2.10 p.m.—50 yards Freestyle, Ladies, open. Daily Province Cup.
 - 2.15 p.m.—200 yards Freestyle, Men, open. Vancouver Brewery Cup. B.C. Championship.
 - 2.20 p.m.—Juvenile Swim. Prizes for first place, and Medals to the three youngest to finish.
 - 2.20 p.m.—Quarter-Mile War Canoe Race, Scouts vs. Pro-Rec.
 - 2.25 p.m.—150 yards Medley Relay, Back, Breast and Freestyle, Service Men.
 - 2.30 p.m.—50 yards Breaststroke, Ladies, open.
- Diving Exhibition**
Al Patnik, Seattle. George Athans, Vancouver. Ted Rau, Victoria.
- 2.45 p.m.—3 Metre Diving, Ladies, open. Ogoogo Trophy. B.C. Championship.
 - 2.45 p.m.—200 yards Freestyle, Ladies, open. Empress Theatre Cup. B.C. Championship.
 - 2.50 p.m.—Half-Mile Wrigley Freestyle, Junior Girls. Wrigley Cup. B.C. Championship.
 - 2.50 p.m.—Quarter-Mile Men's Club Fours. Joyce Cup and Knowles Cup.
 - 2.55 p.m.—400 yards Relay, Men, open. Langdon Cup. B.C. Championship.
 - 3.00 p.m.—50 yards Breaststroke, Junior Boys. B.C. Championship.
 - 3.05 p.m.—50 yards Freestyle, Service Men.
- Water Skiing and Aquaplaning**
- 3.05 p.m.—Sea Cadet 10-Oared Cutter Race. Penticton vs. Kelowna. T. Eaton Trophy.
 - 3.10 p.m.—200 yards Relay, Ladies, open. Calona Wines Cup. B.C. Championship.
 - 3.15 p.m.—100 yards Freestyle, Service Men.
 - 3.20 p.m.—400 yards Freestyle, Men, open. Erven Lucas Boles Cup.
 - 3.20 p.m.—Quarter-Mile War Canoe Race, Vernon School of Infantry. CKOV Cup.
 - 3.30 p.m.—Half-Mile Freestyle, Ladies, open. Wrigley Kelowna Cup.
- Flying Fish**
- 3.35 p.m.—50 yards Breaststroke, Service Men.
 - 3.45 p.m.—50 yards Backstroke, Junior Boys. B.C. Championship.
 - 3.45 p.m.—Quarter-Mile Men's Club Doubles, Final. K.A.A. Cup and Hulme Cup.
 - 3.50 p.m.—50 yards Freestyle, Men, open. Logana Wine Cup.
 - 3.55 p.m.—Half-Mile Freestyle, Service Men.
 - 3.55 p.m.—3 Metre Diving, Men, open. Grand McNish Cup. B.C. Championship.
 - 4.00 p.m.—100 yards Freestyle, Junior Boys. B.C. Championship.
 - 4.00 p.m.—Quarter-Mile War Canoe Race. Championship Okanagan Lake.
 - 4.10 p.m.—50 yards Backstroke, Men, open. B.C. Championship.
 - 4.15 p.m.—200 yards Relay, Service Men.
 - 4.20 p.m.—One Mile Wrigley Swim, Men, open. B.H.M. Cup. B.C. Championship.
 - 4.30 p.m.—25 yards Apple Box Race. Ismon Cup.
 - 7.00 p.m.—Visit the Midway.
 - 7.00 p.m.—Marching Bands.
 - 8.15 p.m.—Opposed Commando Raid.
 - 9.00 p.m.—Band Concert under floodlight on barge anchored off Beach.
 - 9.20 p.m.—Dixing Exhibition on 3 Metre Board on Fireworks Barge.
 - 9.30 p.m.—Band.
 - 9.45 p.m.—Diving Exhibition.
 - 9.55 p.m.—Band.
- Fireworks**
Water Skiing and stunts between 9 and 10 p.m. under floodlights.
- 10.00 p.m.—Dance, I.O.O.F. Hall. Admission, 50c.
 - 10.00 p.m.—Dance, Aquatic Pavilion. Admission, 75c.

GOD SAVE THE KING

the most swimming points. Alice Thomson took the women's, and in so doing piled up 120 points to the 70 of Vancouver's sensational Joan Langdon, who is now Canada's outstanding woman swimmer. Dot Smith had 40 points, and Dot Anderson had 42, and Alice Wilkinson, 20. . . . The world champion log rollers showed their stuff here. . . . Bert Johnston was president, and Charlie Friend, vice-president. The directors were J. Treadgold, R. F. Parkinson, Len Leathley, C. De-Mars, D. C. Fillmore, Maurice Lane and Len Hill. Five of them have been or now are in uniform. . . . Altogether, it was a great two days. him a successful soldier.

GEN. KELLER COMPETED HERE

Major-General R. F. Keller, C.B.E., Kelowna man now in command of the Third Division of the Canadian Army in Normandy, was a competitor in Regatta events in "Bygone days," a review of The Courier files reveals.

Rodney Keller is listed as having won the 30 yards boys' swim in 1913 and the 50 yards swim in both 1914 and 1915. Perhaps participating in these events played a little part in the developing of those characteristics which have made him a successful soldier.

GROWERS SUPPLY CO. LTD.

Kelowna

The Growers' Store

Extends Best Wishes for a successful

LIBERATION REGATTA

FOR REAL ENTERTAINMENT ATTEND THE REGATTA!

THE F. R. STEWART CO.

Limited



WHOLESALE FRUITS AND PRODUCE



PENTICTON, B.C.

WHEN WRITING TO FRIENDS

... insist upon using

Cameo

Writing Paper

Made in two finishes

CAMEO DECKLE

and

CAMEO VELLUM

Available in both pads and
papietries in a wide variety
of styles.

W. R. TRENCH, LTD.

Phone 73

Kelowna, B.C.

BUY WAR SAVINGS STAMPS REGULARLY

WAR SAVINGS SHOW JUMP IN JUNE

According to a report issued by the War Finance Committee, the June purchases of War Savings in this district amounted to \$6,086.50, with the banks reporting \$3,604 of the amount and the payroll deduction plan accounting for \$2,032. The remainder of the amount was sold by the post offices.

The banks sold 60 applications over the counter for a total of \$488. Applications sent to Ottawa for the issuance of the certificates there totalled 113 for \$1,348. Bank pledges, whereby a person authorizes the bank to deduct a certain amount at periodic intervals from his account for the purchase of a War Savings Certificate for him, were 264 for \$1,988. These three figures show that the banks purchased for the people of this district \$3,604 in War Savings Certificates in June.

The report does not give the number of persons purchasing under the payroll savings plan, but does give the June amount invested as \$2,032. Under this plan, the employee authorizes his employer to make deductions to purchase Certificates for the employee.

The post offices sold \$120 in Certificates, \$44 in the city and \$76 in rural post offices. While the amount of investment in Certificates through the post offices was small these outlets showed a considerable spurt in the matter of War Savings stamps. During the month the purchases of Stamps from the city office was \$898.50, while the rural office in the district sold \$112, bringing the total Stamp sale to \$1,010.50.

The June War Savings investments show a considerable increase over those of May.



Thirty-seven Cups Up For Competition At Liberation Regatta

Winners Will Be Back To Defend Titles

Thirty-seven trophies will be for competition at this year's Liberation Regatta, and many of the cup holders will be back to defend their titles.

Here is a list of the trophies and the present holders:

Cunard Cup, 3 metre diving, junior girls. Held by Susan Everard, Calgary.

Monogram Gin Cup, 50 yards freestyle, junior boys. Held by Don Whyte, Kamloops.

K.A.A. Cup, men's novice doubles, half-mile. Held by C. Hoy and crew.

Gooderham & Worts Cup, 100 yards freestyle, ladies' open. Held by Joan Langdon, Vancouver.

Hudson's Bay Cup, 100 yards freestyle, men's open. Held by Bud Hill, Seattle.

Joyce Cup, men's junior club fours. Held by Russell Cross and crew.

Knowles Cup, men's senior club fours. Held by Russell Cross and crew.

K.A.A. Cup, one mile freestyle, ladies' open. Held by Betty Evans, Vancouver.

2nd C.M.R. Cup, 300 yards freestyle, junior boys. Held by Don Whyte, Kamloops.

Kelowna Furniture Cup, 50 yards freestyle, junior girls. Held by Pat Sargent, Kelowna.

Wrigley Cup and Medals, Wrigley Half-mile, junior boys. Held by Bud Hill, Seattle.

Pacific Box Cup, diving, junior boys. Held by Buddy McNeill, Olinver.

Whalen Cup, men's 3-metre diving. Held by Don Whyte, Kamloops.

McLaren Cup, men's doubles. Held by Clifton Hoy and crew.

Daily Province Cup, 50 yards freestyle, ladies' open. Held by Alice Thomson, Victoria.

Vancouver Brewery Cup, 200 yards freestyle, men's open. Held by B. Johnstone, Victoria.

Empress Theatre Cup, 200 yards pettion.

freestyle, ladies' open. Held by Shirley Muir, Vancouver.

Wrigley Cup, Wrigley Half-mile freestyle, junior girls. Held by Joan Morgan, Victoria.

Langdon Cup, 400 yards relay, men's open. Held by R.A.F. team, Sidney, V.I.

Calona Wines Cup, 200 yards relay, ladies' open. Held by Lelonne Wright, Seattle.

Erven Lucas Boles Cup, 400 yards freestyle, men's open. Held by B. Johnstone, Victoria.

United Distillers Cup, junior war canoe. Held by Kelowna.

Grand McNish Cup, 3-metre diving, men's open. Held by Ted Rau, Victoria.

Kennedy Cup, 25 yards swim, boys and girls, 8 and under. Held by Billy Gaddes, Kelowna.

Wrigley-Kelowna Cup, half-mile freestyle, ladies' open. Held by Betty Evans, Vancouver.

Willis Piano Cup, war canoe race, men. Held by Winnipeg Light Infantry, Vernon.

Logana Wine Cup, 50 yards freestyle, men's open. Held by B. Johnstone, Victoria.

Imperial Oil Ogoogo Trophy, 3-metre diving, ladies' open. Held by Willet Wolfe, Spokane.

Ismon Cup, 25 yards apple box race. Held by Murray Haworth, Kelowna.

CKOV Cup, army war canoe. B.H.M. Cup, one mile swim, men's open. Held by B. Johnstone, Victoria.

Hiram Walker Cup, ladies' aggregate. Held by Shirley Muir, Vancouver.

Percy Norman Trophy, junior boys' aggregate. Held by Bud Hill, Seattle.

Blackwell Challenge Cup, men's aggregate. Held by Bud Hill, Seattle.

Nichol Challenge Cup, men's aggregate diving. Held by Ted Rau, Victoria.

President's Cup, Inter-Unit competition.

2 BYGONE REGATTAS

From Page 3, Column 8
Blakeborough, E. Thomson, H. Campbell.
Recorder: Roy Hunt, Clerk of the Course: Russell Leckie. Announcer: C. J. Frederickson. Medical Officer: A. S. Underhill, M.D.
In charge of Rowing Float: W. S. Dawson, Max dePuyffer.
Chairman of Committees: R. F. Parkinson, President, Kelowna Aquatic Association.
Chairmen of Sub-Committees: H. A. Fairbairn, W. W. Pettigrew, Dr. L. A. Day, R. W. Seath, Dr. M. P. Thorpe, J. B. Spurrer, W. A. C. Bennett.

THE REGATTA OF 1939

1939. Not so long ago. Only five years, but those five years place it in that dim and distant past when there was no war. But just because just one month after the Regatta, we were at war. Even at Regatta time, the odd man had disappeared to join the Canadian Army or Air Force; some with foresight had gone to join the R.A.F.

According to The Courier, the 1939 was "Kelowna's Greatest Regatta." Our banner line on the final night of the show so described it. 1939, too, was one of those years when The Courier had its regular edition on the pre-Regatta issue and that one year. It couldn't be both.

The 1939 Regatta found two days of brilliant Okanagan sunshine. . . . Alice Thomson succeeded Dot Anderson as the Ogoogo Swim Club's Lady-of-the-Lake. . . . Ralph Ismon was Commodore. . . . Thursday night was the public wedding, and the Park was really jammed. Remember? . . . Bill Treadgold and Tim Hill pushed their lapstreak across the line ahead of the Vancouver team. . . . Terry Macaulay, Vancouver, took the men's aggregate for

P. B. WILLITS & CO. LTD.

The Rexall Drug Store

PHONE 19



Speedy, Accurate
Prescription Service

Elizabeth Arden



IT'S CHIC TO USE SLEEK
FOR IMMACULATE ARMS AND LEGS

Sleek is the Elizabeth Arden answer to all old-fashioned ways of dispatching unwanted hair. First, it's an exquisite, sweet-scented cream you'll love to use. Second, it gives you perfectly sleek arms and legs in a few minutes. Simply smooth it on—relax for 10 to 15 minutes—remove with warm water and then rub on Elizabeth Arden Hand-O-Tonik.

SLEEK—85

HAND-O-TONIK—1.25 and 2.25

FLY KILL—For flies or mosquitoes. Per tin 30c

ARGOSY COLD CREAM Pound jars 69c

STERA KLEEN

CLEANS FALSE TEETH - GETS RID OF STAIN
NO BRUSHING

Stera Kleen's amazing new discovery removes black-stains, tarnish and tartar like magic. Per bottle 35c and 75c

NO-HOZ—Easy and quick to apply 50c

POLAROID SUN GLASSES \$1.95

SAVE \$1.20

Dorothy Gray

HOT WEATHER COLOGNE

fresh as a daisy.

Cool, discreetly fragrant... a fastidious way of feeling and looking dainty-fresh from morning till night.

June Bouquet Natural Sweet Spice

BIG 11oz. BOTTLE—REGULARLY \$2.25

Sale Price \$1.05

for limited time only!

NU-FEET—For tired, burning feet 25c

PACKERS' FINGER COTS 3 for 25c

HIGHLIGHTS

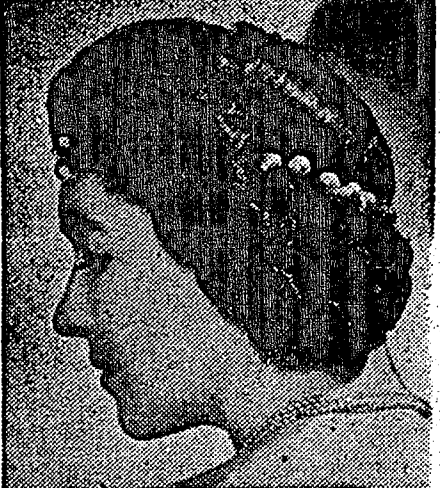
FOR your HAIR with

Gilvie Sisters

marvelous new

HAIRINSE

Now you may sprinkle starchy highlights in your hair instantly with this amazing new hair glorifier. HAIRINSE is also a perfect wave set, making it easy to set your own hair—incidentally, your wave lasts longer. A "must" for the social season when you want to look your loveliest. \$1.25

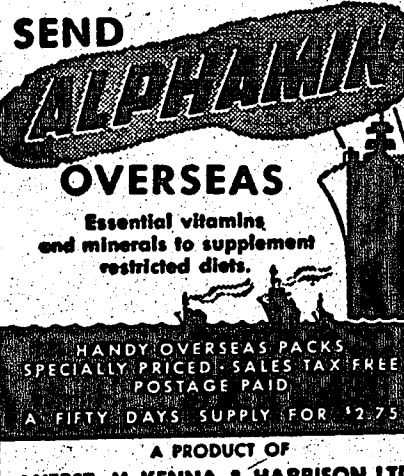


THE MODERN ANTISEPTIC

• CUTS • BITES • SCRATCHES
• SORE THROAT 50c and
AND ALL
• PERSONAL USES \$1.00

2-Way Safety

1. Kills Germs Fast 2. Won't Hurt You



HITHER AND YON

Miss Jean McLennan, of Vancouver, arrived in Kelowna last week, accompanied by her mother. They are guests of the Royal Anne Hotel.

Dr. and Mrs. E. E. Day, of Vancouver, will be Regatta guests at the Royal Anne Hotel.

Miss Gwen Walker, Vancouver, who is a faithful Regatta visitor, has arrived for the Regatta.

Mrs. Murney Purvis, Bernard Avenue, entertained on Thursday at tea at her home, honoring Mrs. Francis Buck, of Vancouver.

Mrs. Francis Buck, Vancouver, arrived last week. She is the guest of her parents, Mr. and Mrs. Dayton Williams. Mr. Buck and their two sons arrived over the week-end, and will remain for the Regatta.

Mr. and Mrs. T. C. Clark, Vancouver, will be Regatta visitors. Mr. Clark is president of the Vancouver Board of Trade.

Miss M. Hamilton, Toronto, arrived last week to spend a holiday visiting her parents, Mr. and Mrs. W. Hamilton.

Mr. and Mrs. Albert Haywood, Trail, were guests in Kelowna Saturday.

Mr. and Mrs. Johns, of Trail, spent a few days in Kelowna last week.

The Regatta this year will be attended by a number of the municipal officials of the Valley. Mayor and Mrs. David Howie have signified their intention of being present, and St. John's, of Peachland, has also stated that she will be here. Reeve Lyons, of Penticton, is expected, as well as the civic heads of other Valley centres.

Mrs. Eleanor Gundry left Kelowna on Sunday for Vancouver, where she will reside.

Mr. and Mrs. C. Horner are holidaying this week at Mabel Lake.

Mr. Grant Gunn has joined Mrs. Gunn and family here.

Mr. and Mrs. Allan Poole, of Brantford, are the guests of Mr. and Mrs. A. C. Poole.

Mr. and Mrs. W. T. Cook, Riverside Avenue, are at the Coast this week.

R. Whillis has returned from a two-week holiday at coastal points. Mrs. Elsa Nordman and Miss Rosemary King returned from visiting friends and relatives at Reno, Nevada, San Francisco and Vancouver.

Dr. Dickson, Government Agent here, has left Grand Forks, where he was relieving, for a holiday in Ontario.

Mr. and Mrs. C. D. Gaddes entertained friends on Saturday, at the Aquatic dance.

Mr. and Mrs. Fred Swainson returned this week from a vacation spent at Brandon, Man., where they attended the wedding of their daughter, Clara Susan, to Sgt. John B. Ewing, and at Jasper, Alberta, where they were the guests of Mrs. E. Ewing.

Mrs. R. McL. Brown, Pendozi Street, who received word last week that her brother had been killed in action overseas, left for home in Vancouver on Thursday. She is expected back in Kelowna this, Tuesday, morning.

Mr. and Mrs. A. K. Loyd are expected to return on Wednesday from a holiday on Vancouver Island.

Mrs. G. Rowcliffe, Manhattan, leaves this week for The Pas, Man., where she will visit her brother, W. MacLachlan, General Manager of the Hudson's Bay Railway.

Mrs. F. R. E. DeHart, Mrs. Gus Lyons, Vancouver, and Mrs. H. Miller, Walkerville, Ont., entertained on Friday afternoon at the Willow Lodge, which was bright with flowers for the occasion, for Sgt. Diana DeHart, Mrs. George Meikle, Mrs. W. Lloyd-Jones, Mrs. K. MacLaren, and Mrs. F. Whillis poured tea. The assistants included Mrs. M. dePlyffer, Mrs. N. DeHart, Mrs. V. DeHart, Mrs. D. C. Fillmore, Mrs. C. Atkinson, Mrs. C. DeMara and Mrs. G. Finch.

Engagement Announced
Mrs. J. Campbell announces the engagement of her only daughter, Gwendoline Ivens, to George Roberts, eldest son of Mr. and Mrs. Frank Bouvette, of Kelowna. The wedding will take place on Saturday, August 12, in the First United Church, Kelowna, at 2:30 p.m. Reception at the bride's home.

Mrs. H. Morris left on Saturday for Vancouver, where she will stay for a few days en route to Basra, Iraq, where she will join her husband.

E. C. Gartner, of G. H. Woods & Co., Toronto, has moved to Kelowna and will operate his territory in the interior from this city. Mr. and Mrs. Gartner have taken a suite at 125 Harvey Avenue. They arrived in the city Thursday last.

A. J. Hughes, Pendozi Street, on Sunday morning entertained the Canadian Army swimming team from Brantford, Ont., at breakfast on his lawn.

WINFIELD MAN AWARDED M.M.

Sergt. L. Bailey's Bravery Is Recognized

L/Sgt. Leonard Bailey, son of Mr. and Mrs. James Bailey, of Winfield, has been awarded the Military Medal for outstanding bravery during the Italian campaign. He is twenty-three years of age.

L/Sgt. Bailey, while acting as a sniper, rescued a wounded troop during an engagement near Pofi, braving heavy continuous fire to give the wounded man first aid and carry him back to safety. Later, he shot two of the enemy while out on reconnaissance patrol.

He was reported seriously wounded on the Italian front in June.

SAFEWAY

BOLOGNA lb. 21c
Picnic Shoulders lb. 25c
WEINERS lb. 26c
Sliced Back Bacon DIAMOND "A" Lb. Pkg. 40c
Jellied Tongue lb. 45c

SPECIAL AND COMMERCIAL BEEF

RUMP ROAST Lb. 37c
ROUND STEAK Lb. 39c
BLADE ROAST Lb. 25c
INSIDE ROLL Lb. 38c
ROLLED SHO. VEAL Lb. 28c
BOILING FOWL Lb. 29c
FRYING CHICKEN Lb. 38c
LOIN PORK ROAST Lb. 32c

PRICES EFFECTIVE AUGUST 2nd to AUGUST 10th

APPLES 5 lbs. 25c
LEMONS 2 lbs. 15c
Watermelons lb. 8c
ORANGES 3 lbs. 35c

CLIP TOP CARROTS Lb. 4c
LOCAL GREEN CELERY Lb. 10c
LOCAL TENDER GREEN BEANS 2 lbs. 17c

CHECK
These Now
Low Prices

Peas Lynn Valley, Std. Sieve 2 for 25c

Spork Burn's, 12 oz. can 27c

Raspberry Jam Argood, with Pectin added 27c

Meat Paste Paris Paste, 1 oz. cans 27c

Sardines Mophisto, Smoked 10c

Lobster Paste Windsor, 6 oz. can 34c

Khovah Salts 1 oz. tin 19c

Khovah Salts 11 oz. tin 39c

Fruit Jars Midwest Quarts, doz. \$1.15

Dog Food J & G Dehydrated 8 oz. pkt. 5c

Cleanser Sparkle Shaker carton 2 for 9c

Floor Wax Elogant, 10 oz. carton 24c

SEALTITE SEALER RINGS Pkg. 6c

WIDE MOUTH MASON LIDS Pkg. 23c

JELLY GLASSES Doz. 59c

PERFECT SEAL GLASS LIDS Doz. 23c

MEMBA SEALS Pkg. 9c

GEM METAL RINGS Doz. 23c

EAST KELOWNA WEDDING OF LOCAL INTEREST

Mrs. Monica Mary Large Married To William R. Hornsey

A quiet wedding took place at 11 a.m. on Friday, the 28th inst., at St. Mary's Church, East Kelowna, when Monica Mary Large, only daughter of Mr. and Mrs. F. Thorne, of Penticton, Kelowna, became the wife of William R. Hornsey, elder son of Mrs. Hornsey and the late Ralph Hornsey, of 3547 West King Edward, Vancouver.

The ceremony was performed by the Ven. Archbishop of Vancouver. The bride's frock was of Queen's blue, with hat and accessories to match, and she carried Talisman roses. Little Jean Thorne was her only attendant.

After a bride's gathering at Penticton, the newly married pair left for Banff.

BIRTHS

McMECKIN—At the Kelowna General Hospital, on Thursday, July 27, 1944, to Mr. and Mrs. Thomas McMeekin, R.R. 1, Kelowna, a daughter.

KITLEY—At the Kelowna General Hospital, on Thursday, July 27, 1944, to Mr. and Mrs. Philip Kitley, of Kelowna, a daughter.

RUFFLE—At the Kelowna General Hospital, on Sunday, July 30, 1944, to Mr. and Mrs. Alfred Ruffe, of Peachland, a daughter.

KITLEY GETS NEW POSITION

P. J. Kitley, who has been a member of the local High School staff for the past decade, has been appointed Director of school radio broadcasts by the Provincial Government, is leaving Kelowna. He will supervise the constantly widening scope of radio education in schools throughout the province.

SCOUTS OPERATE LOST AND FOUND

The 2nd Kelowna Troop of Boy Scouts will again conduct their lost and found booth just outside the Aquatic buildings during the two Regatta days. The Scouts during the past two years have provided a valuable service to many persons in this way. Boy Scouts will also handle the selling of programs.

SEE US FOR GLAMOROUS HAIR-STYLING AND PERMS



For Tops in Entertainment... See The

REGATTA

CHARM

BEAUTY SALON

Phone 642

WITH THE SERVICES

Fit-Lt. J. Gordon, Macleod, Alta., will be home for the Regatta.

F.O. Ronnie McClymont is expected to attend the Regatta.

L.A.C. Len Leathley, has arrived in town, timing his furlough with the Regatta. He is a former director of the Aquatic Association.

L.A.C. Murdo Macdonald is attending the Regatta during his furlough.

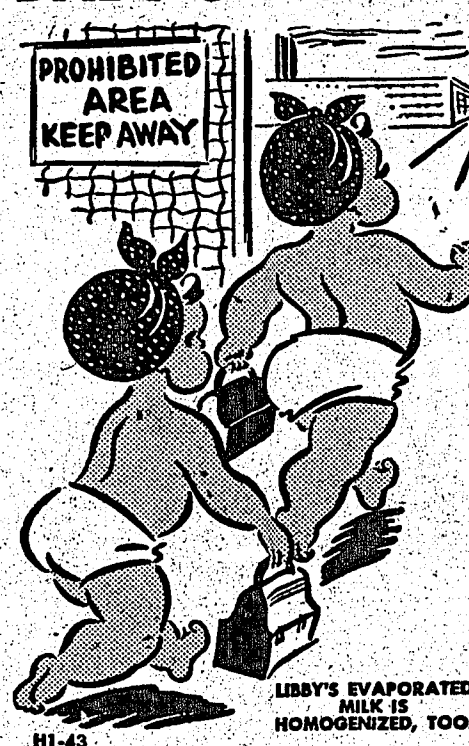
F/O Jim Pantan and Mrs. Pantan are home for the Regatta.

Fit-Lt. A. S. Underhill, R.C.A.F., left on Sunday for Vancouver, where he is now stationed. Mrs. Underhill and her daughters have taken up permanent residence in their home on Abbott Street.

R. P. Munson, who has been serving overseas with the R.C.A.F., has been commissioned as pilot officer.

Group Captain V. Millard, R.C.A.F., Headquarters Staff, Ottawa, was

BABY'S DOCTOR APPROVES



2,500 Canadian doctors have shown their approval for Libby's exclusive Homogenization process which is a boon to all babies. These doctors know that the years of research behind Libby's Homogenization process have made it possible to feed even six-week-old infants fruits and vegetables.

No other baby foods can be digested in 30 minutes. Ordinary strained foods take 2 hours. Build Baby's stamina the scientific and the certain way—with Libby's. Write today for free Booklet giving detailed explanation.

Libby's
FIRST STRAINED THEN
HOMOGENIZED
BABY FOODS

ENGLISH WOOLLEN SHOP LTD.

Kelowna, B.C.

Headquarters for Imported

BRITISH

- TWEED COATS
- SUITS
- FUR FELT HATS
- WOOLLEN SPORT DRESSES

By Christy's of London.

Buy British Woollens and Help Britain's Industries

Current Best Sellers and Renters

READ THEM for 10c

"LIANA" Martha Gellhorn

"THE SAINT STEPS IN" Leslie Charteris

"BEYOND THE DARK" Kieran Abbey

"LEAVE HER TO HEAVEN" Ben Ames Williams

"THE RIDDLE OF RAMROD RIDGE" Wm. Colt MacDonald

Magazine Subscriptions and New Books at Standard Publishers' Prices.

MORRISON'S

LIBRARY & NEWS STAND

Agents for Vancouver Sun

For Women Only

An Interesting and Lively Series of FIVE MINUTE PROGRAMS.

CKOV

LISTEN—

every Monday, Wednesday, Friday, 8.30 a.m.

SEA CADETS WILL ACT AS RUNNERS

Members of the local Sea Cadet Corps will act as runners during the Regatta. This is an important and valuable duty as frequently hitches in the program depend upon the speed with which messages can be carried from one point to another.

LIBERALS WILL MEET TO CHOOSE YALE CANDIDATE

The Yale Liberal Association is meeting in Penticton on Monday next, August 7, to select a candidate to contest this riding in the forthcoming Dominion election.

The Kelowna Liberals are holding a meeting late on Thursday afternoon of this week to discuss several matters before the riding convention.

Well Dressed for the
"Liberation" REGATTA
with
**Weldrest
HOSIERY**

You will be delighted with the appearance and wearing qualities of this stocking.

\$1.00 to \$1.25
Ardele Lingerie
SLIPS - NIGHTIES

RITCHIE'S DRY GOODS
Bernard Avenue Kelowna, B.C.

**Worth
Waiting For
McClary
RANGES**

McClary Ranges may be temporarily short in Loane's Hardware these days, but McClary Ranges are worth waiting a few days for. They are the finest value that money can buy—and although restrictions and our production of vital war materials make it impossible to give our usual prompt delivery, we can assure you that the same first grade workmanship and highest quality materials are used in their manufacture.

When purchasing a new range insist on a
McClary
from our Kelowna agent
LOANE'S HARDWARE

**General Steel Wares
Limited**

MONTREAL - VANCOUVER - LONDON
WINNIPEG - TORONTO - CALGARY

EMPRESS A FAMOUS PLAYERS THEATRE

TUES., WED., 1 and 2
7 and 8.57
Special Regatta Matinee
Wednesday at 2.30

THURS., FRI., SAT.
6.45 and 9.04
Special Regatta Matinee
Thursday at 2.30
Matinee Saturday, 2.30

MON., TUES., WED.
7 and 8.22
DONALD O'CONNOR
PEGGY RYAN
in
"TOP MAN"
at 7 and 9.41
A story of how fast young-
sters come of age.
—AND AT 8.35 ONLY—

LUSTY LUSTY
GLORIOUSLY
BOLD!

Maria MONTEZ
Jim HALL
Turhan BEY
ALI BABA
AND THE
FORTY THIEVES
TECHNICOLOR
ANDY DEVINE
FORTUNIO
BONANOVIA
FRANK FUGLIA
RAMSAY JAMES
MORONI OLSEN
KURT KATCH

—Plus—
LITTLE LULU IN
HOLLYWOOD
and
A ten minute sport reel.
"SWIM CAPEDES"

You'll see stars in M.G.M.'s
**THOUSANDS
CHEER** Technicolor?
Of course!
★ KATHRYN GRAYSON
★ GENE KELLY
★ MARY ASTOR
★ JOHN BOLES
CARTOON - NEWS

RADIO THRILLER!
WARNER
BAXTER
**CRIME
DOCTOR**
COLUMBIA
PICTURES
LINDSAY

One of the series of melo-
dramas taken after the radio
plays of the same name.
LATEST NEWS

WON AT VANCOUVER



SHIRLEY MUIR,

who comes from her triumphs at Vancouver to gain added laurels at the Kelowna show. Miss Muir won five Canadian championships in the Canadian Amateur Swimming Championships held in Vancouver last week. She is pictured above as she climbed out of the pool after winning the 220 yard backstroke Canadian championship. During the Regatta Miss Muir will not only perform in the pool, she will officiate as Lady of the Lake, the title which she won in last year's contest.

Commando Raid Thursday Night Will Be Thrilling And Impressive Spectacle

Officers And Men From Canadian School Of Infantry Will Make Amphibious Landing At Mill Creek—Objective Is Radar Station North Of Park Oval—Most Of Show In Front Of Grandstand—Will Be Described Through P.A.

THOUSANDS of Regatta visitors were thrilled to the core by the spectacular "Combined Ops" beach landing staged last year, and many requests for a repeat performance were received.

The directors were doubtful if another mock battle could be arranged owing to the withdrawal of many units from the Vernon camp, but through the co-operation of Brig. M. F. Gregg, V.C., M.C., officers and men of the Canadian School of Infantry will stage an amphibious "Commando Raid," which will equal, if not surpass, last year's thriller.

Scene of the operation will be approximately the same as last year, but more of the display will take place in front of the City Park grandstand so that spectators there will have a ringside view of the attack.

The landing force will approach the beach through a smoke screen landing from amphibious jeeps and landing craft to knock out beach defences on the way to the objective at the far side of the Park oval.

The raiders will attack and destroy, under fire from defending

"Nazis," a radar station established at the point and strongly fortified, but more of the display will take place in front of the City Park grandstand so that spectators there will have a ringside view of the attack.

Before reaching the oval the raiders will have to make their way through mines and knock out beach defences.

The whole operation will be described through a public address system by Lt. G. A. Coney, and each step will proceed on schedule. Zero hour is set for 8.15, and spectators are warned to take their places before that time. In addition to the grandstand, patrons will be allowed at the end of the oval, north of the grandstand, and along the beach to a point near the picnic grounds.

The City Park will be closed for this event and admission tickets must be secured at the gates. Every effort will be made to reduce congestion to a minimum by additional ticket sellers, but spectators will be well advised to get their tickets for this thrilling show in the afternoon at a beach provided for the purpose. This will greatly assist the handling of the huge crowd that will pack the grounds for this event.

Special arrangements and policing will protect the crowd from injury, but spectators are warned that they must stay within the areas reserved. The raid will include many surprise features, and the officers and men involved must not be interfered with during the battle.

Over eighty commandos will take part in this thrilling spectacle, and after the objective has been taken, and the raiders have withdrawn with their wounded to the beach, they will reform and march past the reviewing stand in front of the grandstand, led by the Canadian Legion Pipe Band.

On the reviewing stand will be Lieut. Gov. W. C. Woodward, Major-General G. R. Pearkes, V.C., D.S.O., and Brig. M. F. Gregg, V.C., M.C. Officers taking part in the raid include Capt. F. J. Reynolds, I/C enemy force; Capt. W. W. Wilson, I/C enemy mortar; Lt. W. A. Hyslop, safety officer; Lt. J. W. Casey, I/C Commandos; Lt. N. H. Day, I/C gun detachment; Lt. R. Y. Warden, I/C explosives; Lt. Leuyer, I/C explosives; Lt. G. A. Coney, co-ordinator and commentator.

Capt. R. N. Talbot, sports officer, will also be with the party in charge of competitors in the afternoon events.

Over seventy N.C.O.'s and men will make up the defending and attacking forces.

This dramatic Commando Raid will be the first of an outstanding Thursday night program that will

TWENTY-FIVE B.C. TITLES THIS YEAR

Long List of Championships
Headline Regatta Program

Competition in swimming and diving events makes any regatta and the fact that Kelowna International Regattas have always had their share of B.C. championship events assures entries from all over the Pacific Northwest.

This year Kelowna has been allocated additional title competitions and 25 B.C. championships will be run off during the two-day gala. With entries including all the top-ranking swimmers and divers in the West, with the addition of some Eastern stars, it appears certain that many B. C. records will be broken. In fact it is expected that some Canadian swim marks will fall before the last race is run.

Seven more B. C. events will spark the program this year than last and patrons will enjoy the finest exhibition ever held at a Kelowna Regatta.

Here are a list of the B. C. championships to be staged at this year's Liberation Regatta:

1. 100 yards Freestyle, ladies, open.
2. 150 yards Medley Relay, back, breast and freestyle, junior girls.
3. 100 yards Freestyle, men, open.
4. 150 yards Medley Relay, junior boys.
5. 50 yards Backstroke, ladies, open.
6. 50 yards, Breaststroke, junior girls.
7. 300 yards Medley Relay, men, open, back, breast and freestyle.
8. 100 yards Breaststroke, men, open.
9. 100 yards Freestyle, junior girls.
10. 150 yards Medley Relay, ladies, open, back, breast and freestyle.
11. 50 yards Backstroke, junior girls.
12. Wrigley Half Mile, junior boys.
13. 200 yards Freestyle, men, open.
14. 200 yards Freestyle, ladies, open.

ring down the curtain on the 38th Kelowna International Regatta. Following the raid and review, there will be an excellent band concert and added features on a specially lighted barge moored on the lake south of the Aquatic grandstand.

15. 3-metre Diving, men, open.
16. Wrigley Half-mile, freestyle, open.
17. 400 yards Relay, men, open.
18. 50 yards Breaststroke, junior boys.
19. 200 yards Relay, ladies, open.
20. 50 yards Backstroke, junior boys.
21. 3 metre Diving, ladies, open.
22. 100 yards Freestyle, junior boys.
23. 50 yards Backstroke, men, open.
24. Wrigley Mile, men.
25. Wrigley Mile, women.

Nature is the great physician. Her healing touch relieves the strain and madness of our artificial civilization and cures those mental disorders contracted in the wilderness of brick and stone and mortar we call our cities.

VICTORY GARDENERS
Canadian troops, at home and abroad, are digging in for victory in several ways. One acre of fully cultivated ground will supply vegetables for from 500 to 700 men, and the soldier-farmers, including Americans, have produced 100,000 tons of fresh foods from Victory Gardens in the British Isles. All planting, weeding and general work is done by soldiers in their off-hours.

SUCCESS TO . . .

Kelowna Regatta

**Northern Electric
COMPANY, LIMITED**

National Electrical Manufacturers and Distributors

VANCOUVER — VERNON

"Dress Up" for KELOWNA'S 38th REGATTA

Clothes FOR THE Regatta

WOMEN'S Department

Slack Suits

in crease resisting fabrics. Sizes 14 to 20.

\$7.95, \$9.95, \$11.95

Slacks

in light and dark shades of mercerized alpaca and crease resisting cloths.

From, pair—

\$1.95 to \$4.50

White Handbags and Purses

In pigtex and roughtex leathers. Wood and metal handles.

\$2.95 and \$4.25

Kerchiefs

for the head, in bright colored rayon and fine cotton materials.

From—

39c to \$1.25

Jantzen and Skintite Bathing Suits

In sharkskin, faille and prints.

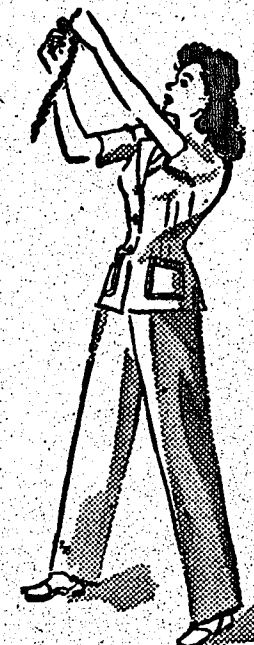
\$3.95 to \$10.95

Shoes for the Family

WOMEN'S OXFORDS, PUMPS and SLIPPERS—Sizes 4½ to 9½. Widths, AAA-AA-A-B and C.

CHILDREN'S OXFORDS and STRAPS Black, brown and white.

INFANTS' GIRLS' and MISSES'—All sizes, all prices.



MEN!

Enjoy the Regatta this year—be comfortably and smartly dressed!

Men's Slack Suits

of English Ray serge—crease-resisting and unshrinkable. Colors, fawn, blue, brown and green. Cool and comfortable. Regular price, \$10.95.

REGATTA SPECIAL \$7.95

Jantzen and Skintite Trunks

For men and boys.

99c to \$4.95

White Drill Trousers

A very fine quality drill, well tailored \$3.50

Tropical Slacks

Be comfortable in a pair of lightweight quality Slacks. Colors, grey, fawn, brown, green and blue. At—

\$5.00, \$5.50, \$6.50 to \$10.50

Men's Sport Shirts

By Forsyth. The smartest quality Sports Shirt made. All the pastel shades.

Price—

\$1.75 to \$6.25

Regatta Straws

Wear one of the new styles. Price—

\$1.95 to \$4.50

Regatta Ties

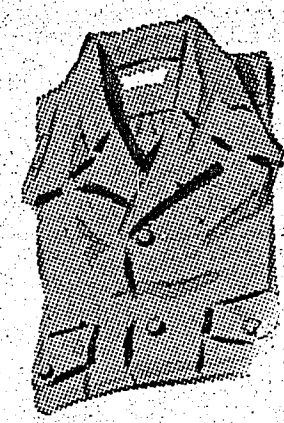
Neat stripes and patterns. Price—

\$1.00

Ankle Sox

Smart patterns. Priced at—

55c, 65c, 75c



Geo. A. Meikle, Ltd.
QUALITY MERCHANDISE

AUXILIARY PRESIDENT



MRS. MARY AUSTIN

who has been a member of the executive of the Ladies' Auxiliary for several years, and in whose capable hands the Auxiliary members placed the entire direction of their affairs this year. Mrs. Austin is enthusiastic, keen, and conscious of details. Auxiliary members claim she missed her calling; she should have been an auctioneer.

Ladies' Auxiliary
Plays Vital Part, Say
Aquatic Directors

President W. A. McGill And Secretary-Manager Gordon Finch Speak In Glowing Terms Of The Work Undertaken By The Members Of The Women's Organization—Relieve Directors Of Many Onerous Tasks—Billeting, Raffle, Decorations, Concessions And Many Other Regatta Features Are Handled By Auxiliary

Auxiliary Is Indispensable, Says Finch

"As president of the Aquatic and as a past president and secretary-manager, what would you chaps say about the Ladies' Auxiliary? Is it really worth while?"

W. A. McGill, Aquatic prexy, and Gordon Finch, secretary-manager, were sitting with the Courier editor on the Aquatic gallery. They were watching the steady rain speckle the lake as they discussed this and that about the regatta. Half a dozen other people sat on the gallery while about five girls fooled around the diving stand, trying to get courage enough to try the new five-metre diving board.

At the question Finch's eyes swung quickly from the lake and looked with surprise at your reporter. "Why they're vital," he said. "Under the present setup, the Auxiliary is simply indispensable."

President McGill was less picturesque but equally as emphatic. "The Aquatic just could not function without the assistance and co-operation of these women and girls," he said. "They take a great load off the shoulders of the directors at Regatta time and during the entire season their assistance is most valuable. And don't forget, too, that it is the Auxiliary which raises the money to carry through quite a few of the improvements that are made around here."

"You say the Auxiliary members save the directors a great many headaches. Just what do you mean?" The Courier reporter prodded.

"Well," McGill stroked his chin while he gazed at the Pendozi making a westbound run. "There is the billeting, for instance. If there ever was a headache, it is that. It's not a pleasant job and there is little thanks attached to it, but it is one of the most important tasks of the whole Regatta. If these visitors and competitors do not receive satisfactory billets it gives the whole Regatta and the town itself a bad name. You know how a couple of dissatisfied people can undo all the goodwill built up by a score of boosters. Taking care of the billeting means that a committee must contact a great many householders in this town and ask them to do something against which they naturally rebel—take one, two or half a dozen strangers into their home for a couple of days."

"Then, in addition, the competitors must be allocated suitable billets and that alone is a problem. Swimming stars and their coaches frequently prove to be a bit temperamental. Especially about their billets, and the billeting committee must take the rap, if there is one. Sally Winters, it is, I think, who heads that committee and she and her assistants are doing a swell job. It has been harder than ever this year because everyone is so busy they do not want to be bothered with guests."

"How would that one do for the Aquatic bathing beauty?" Finch interrupted, indicating a trim figure in a bathing suit at the edge of the pool.

"Not 'bathing beauty' Lady-of-the-Lake entry. PLEASE," McGill corrected him, adding as he craned his neck for a better view. "N-o-t B-a-d. Would certainly deserve a closer inspection!"

The Aquatic Club's entry in the Lady-of-the-Lake contest had not yet been selected and was proving something of a problem and they were apparently not overlooking any possibility.

Hitching his chair around so he could get a more comfortable—and clearer—view of the figure on the float, the Aquatic prexy went back to his subject. "It may seem a small thing but the Auxiliary's banner for the women swimmers and guests means a great deal to the success of the Regatta. It is something the men just could not do. It is as important as is the men's banquet and that has definitely played a part in Regatta history. It just would not be a Regatta without these dinners."

"And then there are those fussy little details about giving out the prizes and ribbons. A committee of the Auxiliary handles that and does it much better than a man's committee could. I think the contestants appreciate receiving their trophies from a couple of good looking women, too."

The rain by this time was sheeting steadily. Finch still had his eyes on the swimmer who was alone in the pool now. It was evident that he expected the Jaybees who are

handling the Lady-of-the-Lake contest to have a few sharp words with him because the Aquatic entry had not been selected before this. That

Turn to Page 8 (2nd Sect.), Story 1

LADIES' AUXILIARY EXECUTIVE



Since its organization the Ladies' Auxiliary to the Kelowna Aquatic Association has played such an increasingly important part in Aquatic affairs and the Regatta that it has deservedly earned the title of "The Strong Right Arm" of the Association. The above women this year form the Auxiliary executive. Reading from left to right: Mrs. Alice dePlyffer;

Mrs. Sally Winters; Mrs. Gertrude Johnston; Mrs. Bobby Friend; Miss Chrissy Burt; Mrs. Marie Walrod; Mrs. Pat Kendall; Mrs. Bessie McGill; Mrs. Evelyn MacLean; Miss Gwen Macdonald; Mrs. Mary Austin, president; and Miss Audrey Hughes, secretary.

DECORATIONS
HELP TO PUT
OVER REGATTA

Every Store And Home Can Help Make Our Regatta A Success

It's Regatta Time! And that means that every flag of the United Nations and every bit of bunting that can be found in the city should be displayed this week. It means that every store should have its street flags out and the windows decorated in some patriotic motif, and that every home should hang out at least one flag.

Our "Liberation" Regatta is a war effort and a generous display of appropriate decorations adds much to the festive spirit as well as affirming our faith in liberty and the success of our struggle against oppression.

The Regatta is the biggest and most spectacular annual event in the Province. It is being staged right here in Kelowna and it is YOUR Regatta. Every citizen should be delighted to co-operate to the extent of hanging out a flag or two and every flag displayed is a help and indirectly shows that the individual is behind the show one hundred per cent, and appreciates and treasures the Divine gift of Liberation which is this year's watchword.

In addition there is the factor of local pride. Every decoration adds to the gay appearance of the city and makes visitors conscious that this is a real community war effort. The civic authorities will play their part and display all the street flags available, although the amount of flags in stock is not great. This puts a greater responsibility on the public to rise to the occasion and fill up the blank spots.

Merchants can help greatly by keeping up their flags all week and getting them up early and also by making use of the watchword "Liberation" in their window decorations. The title lends itself to a large variety of adaptations to attractive window displays and the object of the gala, Vets Rehabilitation, is an additional factor that lends itself to publicity.

Remember—every flag helps to make the Regatta a success.

handling the Lady-of-the-Lake contest to have a few sharp words with him because the Aquatic entry had not been selected before this. That

Turn to Page 8 (2nd Sect.), Story 1

WOMEN
HANDLE MANY
DETAILS

Auxiliary Members Serve On Many Committees

Committees of the Ladies Auxiliary to the Aquatic Association have been functioning on several activities and will continue to do so throughout the Regatta. Early each spring the Auxiliary holds a general meeting at which the various committees are appointed. This year the function was a dinner party, which was largely attended.

The concessions handled by the Auxiliary will be managed by a committee under the chairmanship of Miss Gwen Macdonald. She will be assisted by Mrs. R. P. Walrod and Miss Audrey Hughes.

One of the important committees and one of the most arduous is that on billeting, which will again be handled by a committee headed by Mrs. E. H. Winters. This committee arranges billets for the contestants and others, and the work involves contacting many householders throughout the city. The efficient functioning of this committee plays an important part in the success of the Regatta. Miss Winters is assisted by a group which includes Mrs. H. Johnston, Miss Chrissy Burt, Mrs. George Bill, Mrs. D. Diney, Mrs. W. J. Logie, Mrs. R. P. MacLean and Mrs. Mary Austin.

The arrangements for the Auxiliary dinner on Thursday night, at which all the female contestants and many visitors are guests, are under the personal direction of the Auxiliary president, Mrs. Mary Austin. Her committee consists of Mrs. C. M. DelMar, Mrs. Robin Kendall, Mrs. William Bulman and Mrs. George Wilson.

Arrangements for the pre-dinner cocktail party, which this year will be held at the home of Mrs. R. Stewart, Harvey Avenue, will be made by Mrs. W. A. McGill, wife of the president of the Aquatic Association. She will be assisted by Mrs. E. H. Winters, Mrs. W. J. Logie, Mrs. Charles Gaddes and Mrs. R. P. MacLean.

The distribution of prizes and ribbons awarded following the various Regatta events will be handled by Mrs. M. dePlyffer, Mrs. W. J. Logie and Miss A. Hughes, who have handled this task for the past two years.

The Auxiliary have entered a candidate in the Lady-of-the-Lake contest, and this is being managed by Mrs. Charles Gaddes, Mrs. W. J. Logie and Mrs. M. dePlyffer. Mrs. dePlyffer and Mrs. R. P. MacLean have been charged with the task of purchasing suitable mementoes for the newly elected Lady-of-the-Lake and her two princesses.

One of the very important committees is that of the raffle, which involves considerable detail work. The committee this year is composed of Miss Marybelle Ryan, Miss Frances Facey, Mrs. Mary Austin, Miss Audrey Hughes, Mrs. R. H. Wilson, and Miss Chrissy Burt, convener.

In addition to the above there are a number of smaller committees functioning on many smaller but necessary tasks. For instance, the flowers in the dance pavilion must be looked after each Regatta night. This entails the missing of some of the attractive night shows by the persons handling this small detail which does much to add to the appearance of the dance hall. Many others of these smaller touches are handled by Auxiliary members.

HIGH DIVING
STAND BUILT

Five Metre Board Is New Addition to Aquatic Equipment

For the first time in some years diving from the five metre board will be part of the afternoon program which will star Al Patnik and George Athans in fancy twirls, somersaults and twists.

In order to give these two outstanding exponents of fancy diving

every opportunity to do their stuff the Aquatic directors agreed that a new five metre stand and board should be built on top of the present stand which has a three metre board used in B. C. championship diving events.

The old five metre stand had been removed some years ago and the new structure is a solidly built stand that will serve for many years and is another mark of progress in the recent development of the Kel-

ENTHUSIASTIC WORKERS



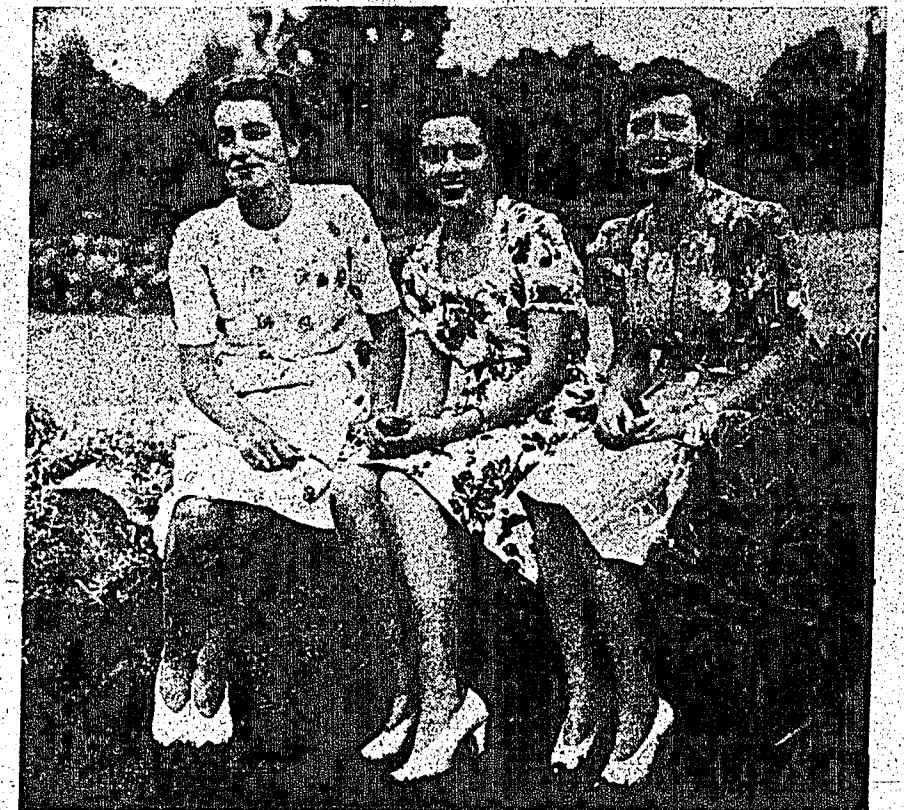
One of the policies of the Ladies' Auxiliary is to encourage younger members to serve on committees and assume responsibilities. During the past two years younger members have taken a more active part in Auxiliary affairs, and above is a group of them who were caught while deciding how to handle some problem. Left to right: Marion Clement; Marguerite Pettigrew; Anne Blackie, and Mabel Hall.

IRONING OUT THE DETAILS



Four Auxiliary members who serve on many committees get together to solve some problem. From left to right they are: Mrs. Evelyn MacLean; Mrs. Alice dePlyffer; Miss Chrissy Burt, who is chairman of the raffle committee; and Mrs. Bobby Friend.

AUXILIARY OFFICIALS



These three officials of the Ladies' Auxiliary do not seem very concerned about their many duties. Perhaps they have learned the knack of relaxing! From left to right they are: Miss Audrey Hughes, who is not only secretary of the Ladies' Auxiliary, but uses her spare time to act as secretary of the Aquatic Association itself; Mrs. Mary Austin, Auxiliary president, and Mrs. Pat Kendall, Auxiliary vice-president.

Every
SUCCESS
to the

38th
International
REGATTA

K
E
L
O
W
N
A

Kelowna and its citizens have every reason to be proud of their Regatta and the splendid part this event plays in the life of the community.

Hard work, perseverance and a complete understanding for an undertaking of this magnitude have met their reward in the success which has attended the event, year after year.

On the occasion of the 38th anniversary, The Vancouver Daily Province is pleased to add its felicitations and wish the Regatta the good fortune it so well deserves.

The Vancouver Daily Province

Coal

ORDER NOW!

So that we may be able to fill your bills now before the busy season—and avoid disappointment!

D. CHAPMAN
AND CO. LTD.
Coal Dealers Phone 298

P.A. SYSTEM INSTALLED

Bernard Roze, of Lumby, Returns To Install Equipment

The public address system used at each Regatta is an important part of the gala and efficient operation is essential to the success of the show. Last year the Coldstream Battle School kindly loaned their equipment to the Kelowna Aquatic Association and the powerful mike gave perfect coverage for the events taking place in the pool and the lake.

This summer's Liberation Regatta will mark the return of B. Roze of Lumby, who installed and operated the P.A. system prior to last year. He has had a wide experience in handling this event and the directors are happy that he found it possible to again handle this part of the program.

EASTERN STARS COMPETING HERE



Above, a group of Toronto and Canadian Army swimmers were caught as they looked over the situation in Vancouver. Most of them are now here to compete in the local races. Back row, left to right, are: Ken Tully; Cpl. Jimmy James; L/Cpl. Johnny Dean, who holds several records for the Army team; L/Cpl. Maurice Worley; L/Cpl. Ron Leonard and Robert Dean. Front row, left to right, are: Angus Erskine, Toronto, coach; Doris Geldard; Gwen Causton; Evelyn Buchanan; Jean Mowat; Barbara Hunt and Margaret Barrington.

Directors, Auxiliary, Public Unite To Put Over Annual Gala

Each Director Responsible For Particular Job—Auxiliary And Public Assist

Staging of a two-day gala such as the Kelowna International Liberation Regatta is a tremendous job that requires the co-ordinated efforts of the directors and of the members of the Ladies Auxiliary. Every phase of the work must be dovetailed to fit in with the general plan, and an organization has to be set up that functions efficiently so that no loose ends are overlooked.

The basic system is one that places responsibility for particular jobs squarely on the shoulders of one director, who has the assistance of fellow directors and volunteers to complete his part of the program.

The assistance given by volunteers is an essential part of the two-day show. Without their help the event could not be produced, and, as the Regatta continues to expand from year to year, the part played by citizens increases in importance.

Some of the work can be handled without much outside help, but ticket sales and policing require a large number of additional assistants to handle the huge crowds that throng the Park each afternoon and evening. In this respect the work done by the service clubs and boards of trade is vital to the Regatta's success, and the directors have come to depend upon these workers who unselfishly donate their time and labor during the two Regatta days.

Lady of the Lake
Lyle Sanger is the director appointed to assist the Junior Board of Trade, which stages the beautiful spectacle that culminates in the choice of a Lady of the Lake. This event takes place on the first night of the Regatta and is one of the highlights of the gala. The entrants include beautiful girls from Interior and from Coast cities, from organizations and from points south

of the international boundary line. Staging of the contest that results in one of the entrants being chosen to rule over the Regatta in conjunction with the Lady of the Lake chosen the previous year is a tremendous job. It requires originality and showmanship of a high order, and the directors are fortunate in having the Jaybees behind the show.

Policing
Policing of the grounds and gates is one of the most arduous tasks during the Regatta, and the director in charge has a great responsibility. The Kelowna Aquatic Association is fortunate in having Vice-President and Director Reg. Eland to again handle this difficult task. He will be assisted by Allan Gilroy, Jaybee representative on the directorate, and, with the experience gained at last year's big gala, it is expected that the work will be carried out efficiently. A tribute should also be paid to the assistants, who miss the show in order to make sure that gate-crashers are kept at a minimum and order is maintained.

Tickets
The job of directing ticket sales is in the hands of Director Horace Simpson, who assisted last year's chairman, Wilson McGill, and thus has the experience necessary to handle this key position. He will be assisted by Director Fred Campbell, a newcomer on the directorate this year. Direction of ticket sales at the gates is a vital part of the work, and again assistants from service clubs and other organizations help to handle the crowds that storm the entrances each afternoon and evening. Improved arrangements for sales will be in effect this year, so that there will be a minimum of congestion both for pedestrians and those arriving in cars.

Program
The basis of every Regatta is the program, and each year's gala stands or falls on the entertainment provided. In addition, events must be co-ordinated so that hitches are

eliminated and there is something going on every moment that the Regatta is in operation. Manager G. L. Finch heads this committee, and he has included a number of directors and Miss Audrey Hughes to ensure success. Assistant directors are D. C. Fillmore, L. Sanger and Allan Gilroy. Coach Roy Longley and R. Seath have also been added to the group, and their experience in past Regattas will be of material assistance. This year the program has "jelled" as it has never done before and the main features have already been arranged, so that some of the headaches that usually face the program committee have been eliminated.

Night Show
The Thursday night show rings down the curtain on the variety entertainment provided at each Regatta, and again this year the Association is fortunate in having the co-operation of the Vernon Camp in the staging of a commando raid. G. L. Finch is chairman in charge and has received splendid support from W. T. L. "Les" Roadhouse, representative of the senior Board of Trade on the directorate. A great deal of work is entailed in the production of the entertainment that follows the military show. This will take place on a barge moored in the lake, south of the grandstand. The variety show has always been a feature of Kelowna Regattas, and with such capable management it is felt that this year will be no exception.

Publicity
The publicity committee is again headed by Huntly Gordon, with Norman DeHart assisting. Splendid coverage was secured last year and valuable assistance was given by residents visiting centres to the north and south who put up posters and arranged window card showings. In addition, the publicity given by the Coast papers was generous in the extreme and added much to the success of the gala. Included in the work is the arranging of the printed program listing the events, and advertising and publicity in papers throughout the Interior.

Dances
Director J. J. Ladd, the City Council's representative on the Kelowna Aquatic Association executive, is again in charge of the dances at the Aquatic pavilion and the I.O.O.F. Hall. The music at the Aquatic will be in the capable hands of Carl Dunaway, whose orchestra plays at all Aquatic hops. An outstanding swing band will play at the I.O.O.F. Hall, with the probability that dances will be held there both on Wednesday and Thursday nights. Reg. Eland assists Mr. Ladd on this committee.

Auxiliary
The Aquatic Ladies Auxiliary was formed several years ago to assist the directors in the many phases of Aquatic activity. Since its inception it has rendered invaluable service to the Association. At Regatta time the Auxiliary takes a big load from the shoulders of the directors, who know that the work assigned will be efficiently performed.

Probably the most important work done prior to the gala is billposting. Each year the girls arrange billboards for a large number of contestants and for visitors when hotel accommodation is unavailable. This year the influx will exceed all previous records and Mrs. E. R. Winter and her assistants will comb the city for accommodation.

The Auxiliary also runs the Aquatic raffle and arranges the banquet for the ladies which is held on Thursday night while the men are celebrating at the Royal Anne Hotel.

A refreshment booth, serving hot dogs in the grounds, is also conducted by Auxiliary members and does a rushing business during the two days.

Treasurer
Collection and checking of receipts from the varied activities is under the direction of R. G. Rutherford, and the Association is indeed fortunate in having this essential duty again carried out by "Reg" and his associates.

Midway
For some years the Association has rented the midway concession to a group of local residents expert in operation of the games and entertainment provided. This phase of the program requires specialized knowledge and equipment, and the arrangement has been most satisfactory for both the Aquatic and the operators. Manager Gordon Finch is the director responsible for arrangements with the operators, and his experience during the past two years assures that all details will be satisfactorily settled.

Bands
Director W. T. L. Roadhouse is in

charge of bands, and shortage of military organizations this year makes his job quite a headache. However, when Regatta rolls around band music for every occasion is expected to be on hand to add color to the gala.

Parades
Roy Pollard heads the committee on parades, and it is hoped that this feature of the Regatta will again be arranged, in spite of the difficulty in securing bands and military personnel.

VERNON WAR SAVINGS SALES

Special Canvass Nets Over Eight Hundred Dollars

The chairman of the Vernon War Savings Committee, Elmer L. Little, has announced the figures for the second of the day-a-month campaigns for the sale of War Savings Certificates and Stamps, held on Saturday, July 8, which amounted to a total of \$889.25.

"On the whole, sales were fair. Stamps were disappointing, but Certificate sales were good," stated the chairman. There were no Miss Canada girls on the street, but they did a splendid job in the theatre. Mr. Little said, selling over \$40 worth of Stamps.

It is expected that the third in the series of monthly drives will be held on Saturday, August 5, when Miss Canada girls will again sell their wares for Victory on the streets. A few adjustments and alterations are being planned by the Committee. The active co-operation

of merchants has been most commendable in the two drives that have been held, according to the committee.

NEGLECTED FEET

... cause pain, discomfort and ultimate suffering. We specialize in the ...

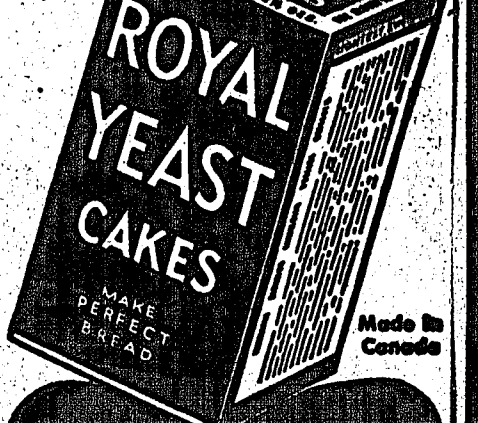
"NEW METHOD" ARCH SUPPORT

It's a sure cure! Consult me first.

BERT MUSSATTO

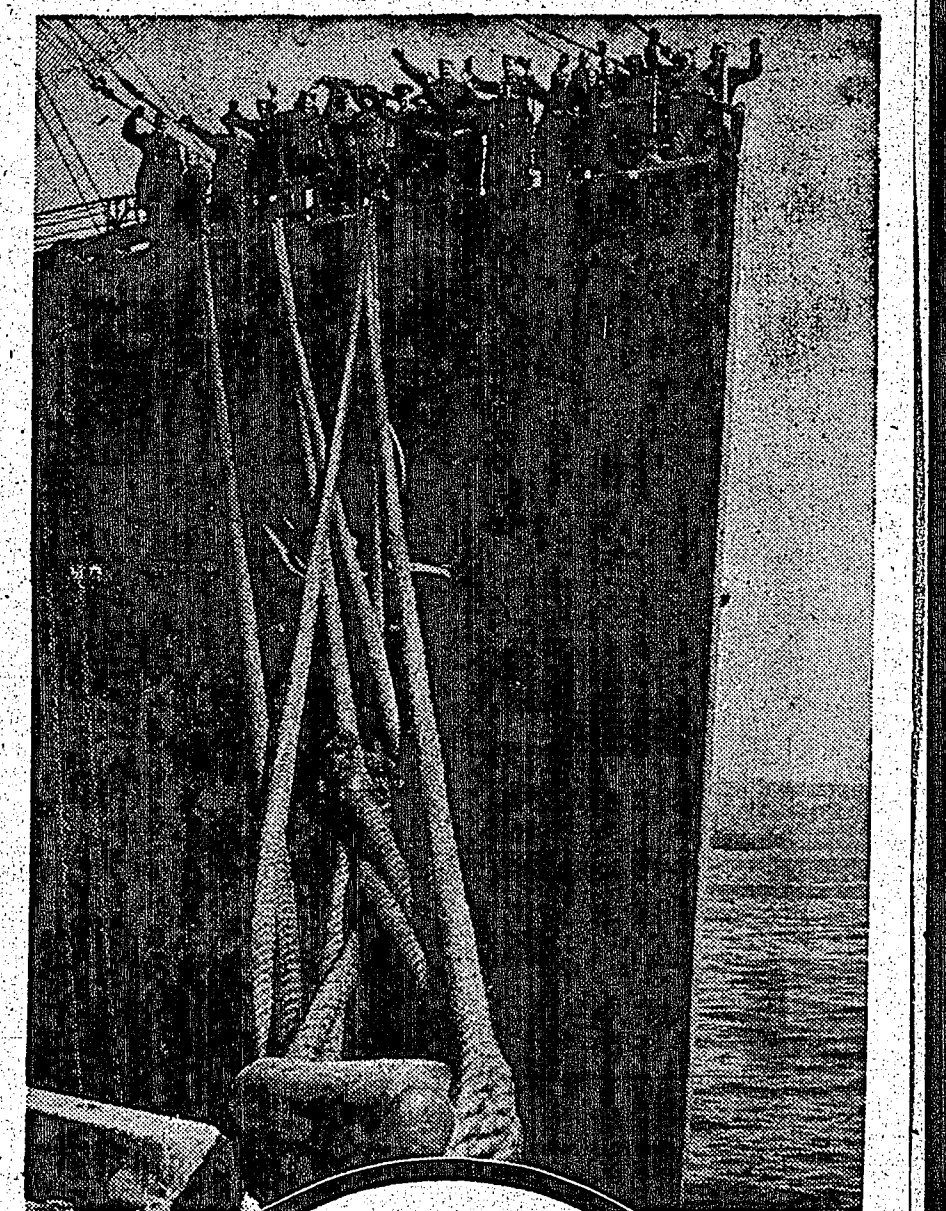
CHAMPION SHOE REPAIR

'Look for the Brown Bear'



ENSURES EASY BAKING—MAKES LUSCIOUS, SWEET-TASTING, EVEN-TEXTURED LOAVES

WRAPPED AIRTIGHT TO PROTECT POTENCY—ALWAYS DEPENDABLE!



IT TAKES A LOT OF ROPE

Our Army, Navy and Airforce depend on rope for hundreds of important operations and every marine vessel is equipped with many thousand feet.

You'll see plenty of "Sentry" Brand and "Victory" Brand at the Regatta!

Made by
CANADA WESTERN CORDAGE
COMPANY LIMITED • 20 WATER ST. VANCOUVER CANADA
FACTORY NEW WESTMINSTER

To Kelowna, Progressive and Beautiful, congratulations from a well-wisher



The Vancouver
SUN

Kelowna Agent: W. C. MORRISON, Morrison's Library Phone 714

KELOWNA

Is Doing A Fine Job, BUT ...

"C'mon! they need us over there"



Yes, Kelowna has every right to be proud of the fact that more than fifteen hundred of her sons and daughters are serving in the active forces. That is a record of which any town might be proud.

BUT, we must not forget the job still remains to be finished.

Yes, Kelowna's proud of the courage and spirit that prompted her boys and girls to volunteer for overseas service. They are proud of the G.S. badge that they wear on their arms; the badge that means General Service anywhere in the world.

Canada's Army needs them and thousands more for overseas service.

There is no time for delay. It will take months of training to make a man fighting fit, ready for combat. So today, NOW, go to the nearest recruiting office and volunteer to join the other Kelowna men and women in active service.



ASK FOR FULL INFORMATION AT THE
RECRUITING HEADQUARTERS
KELOWNA ARMORY

WOMEN, TOO, ARE URGENTLY NEEDED!



Every C. W. A. C. recruit releases a man for overseas duty in the Army.

PROFESSIONAL and BUSINESS Directory

AUTOMOBILES

LADD GARAGE LTD.
Dealer for
STUDEBAKER and AUSTIN
CARS and TRUCKS
Massey Harris Farm Implements
Lawrence Ave. Phone 232

PLUMBERS

J. GALBRAITH
Ltd.
PLUMBING and HEATING
Sheet Metal Work
Estimates Gladly Given
PHONE 100

BARBERS

BARBER-SHOP
A Clean, Friendly Shop
Expert Work
ROYAL ANNE
BARBER SHOP

CONTRACTORS

JOSEPH ROSSI
CONTRACTOR
Plastering and Masonry
Office - D. Chapman Barn
P.O. Box 12

CARTAGE

D. CHAPMAN & CO.
PHONE 232
LTD.
Haulage Contractors. Warehousing
and Distributing. Local and
long-distance furniture moving.
Furniture packing, crating and
shipping.

DAIRIES

**GET YOUR PURE
MILK AND CREAM
from
TUTT'S DAIRY**

DENTISTS

DR. MATHISON
DENTIST
Willits Block Phone 89

**DR.
J. W. N. SHEPHERD**
Dental Surgeon
Shepherd Block - Phone 223
Pendol and Lawrence Ave.

INSURANCE AGENTS

S. R. DAVIS
J. C. KENNEDY, C.L.U.
MacLaren Bldg. - Phone 410
SUN LIFE OF CANADA

C. M. HORNER, C.L.U.
District Representative, Northern
Okanagan
MUTUAL LIFE OF CANADA

MONUMENTS

PENTICTON MONUMENTAL
CO.
Markers, Monuments, Relettering,
Imported Marble and Granite
MAX ROSSI
Penticton Phone 277-R1 48-10p

OPTOMETRISTS

FREDERICK JOUDRY
Optometrist
Phone 373, Royal Anne Building

**TRY COURIER WANT ADVT.
FOR QUICK RESULTS.**

WORK FOR VICTORY ...

PLAN FOR PEACE!

Support Kelowna's

"LIBERATION" REGATTA

It's dedicated to the rehabilitation of ex-service men and women.

THE KELOWNA MACHINE SHOP

GEO. SEXSMITH, Prop.

Lawrence Ave.



We recommend that you buy the cans you require now!

SUPPORT THE ...

"LIBERATION" REGATTA

Regatta funds are for the rehabilitation of ex-service men and women.

Bennett Hardware

Bernard Avenue

Phone 1

BEAUTY AND ABILITY



LADY-OF-THE-LAKE SHIRLEY MUIR

Shirley Muir is welcomed here not only because she has a charming personality and is the reigning Lady-of-the-Lake, but also because she has been a consistent performer here, and is rapidly developing into one of Canada's outstanding women swimmers. At Vancouver last week she took no less than five Canadian titles. Miss Muir's presence is an asset to any Regatta. —Vancouver News-Herald.

EXCITEMENT AND THRILLS AT MIDWAY

Attractions Will Again Be Important Part of Gala

Fun and excitement at the Midway is always a popular part of every Kelowna Regatta and the Liberation Regatta will again have a wide collection of games and stunts to amuse and thrill visitors when the events in the pool are finished and before and after the night shows.

Special refreshment booths will also be in operation where hot dogs, ice cream and soft drinks will be sold throughout the day. These booths are operated by members of the Canadian Legion and Kelowna Aquatic auxiliaries.

In past years the Midway has been in operation in front of the entrance to the Aquatic pavilion. Owing to the new flower beds there the Midway will be moved under the trees where the horseshoe pitch used to be, a few feet south of its former location. The new location will facilitate movement of traffic and should be an improvement.

Blacktop is being placed on the new site by the city so that patrons can enjoy the novelties presented without the inconvenience of dust and dirt.

For some years the Midway has been operated by a group of young Kelowna business men who rent the concession from the Kelowna Aquatic Association on a profit sharing basis. The plan has worked extremely well for both interested parties and this arrangement is repeated this year. Running a Midway is a big job in itself and experience has shown that the present plan brings efficiency and gives a service to the public that could not be assured through operation by volunteer workers.

All the latest attractions will be on hand for the amusement of the huge crowds that throng the Park during the two days and "Midway All Day" is not the least of the many fine attractions offered.

SHIRLEY MUIR WINS SEVEN SWIM CROWNS

Five Canadian Titles Go To Kelowna's Lady Of The Lake

Lovely Shirley Muir, who was chosen Kelowna's Lady of the Lake at last year's International Regatta, was the outstanding star at the Canadian championships held last week in Vancouver.

The blonde flash won five Canadian championships, two open events, and was a member of the winning 300-yard medley relay team from Vancouver that won the Canadian title.

Her record of seven victories is something in which Kelowna can proudly share, and in spite of her duties as official referee, she can be depended upon to repeat her smashing triumphs here next Wednesday and Thursday.

Shirley won the 100 and 220 yard senior ladies open backstroke swims, and then went on to take five Canadian titles. She won the 100 yard freestyle, the 200 yard freestyle, the 400 yard freestyle, the 300 yard medley, and concluded with a 30-yard freestyle triumph over Catherine Kerr, Winnipeg flash, in the 880-yard freestyle.

Finally our Lady of the Lake joined with her team mates to win the championship 300-yard medley relay.

Her victories were all the more remarkable when it is considered that she only started senior swimming last summer, and she should remain as queen of Canadian women swimmers for a long time to come.

She is a worthy successor to Joan Langston, who announced her retirement from amateur ranks after winning the Canadian breaststroke

GREETINGS TO THE FORCES

The Courier, knowing that several hundred Kelowna men and women will be reading this issue, and will probably be wishing that they, too, "could be there," has suggested that Aquatic officials might send a message through these columns to the former Aquatic members, and others from this district, who are now in France, in Italy, and other far away spots on the earth, on the Seven Seas, or patrolling the skies in the Fight for Freedom.

The following two messages have been prepared by the heads of the two Aquatic groups. The messages are particularly timely this year as it is an attempt to serve on their return the Kelowna men and women now in the service, that the funds from the Regatta will be devoted.

FROM THE LADIES' AUXILIARY—

Regatta time again! On behalf of the members of the Ladies' Auxiliary, I wish to extend greetings to all former members of the Aquatic serving in the armed forces.

This is our fifth Regatta since the beginning of hostilities, and each year as the Regatta comes and goes it is our sincere wish that the next Regatta will see you all with us again. We hope that this year our hopes are high that such will soon be the case.

We're proud of the job you are doing.

Good luck to you all!

MARY AUSTIN,
President, Ladies' Auxiliary.

FROM THE AQUATIC ASSOCIATION—

We are hoping that this year will be the last—not the last Kelowna Regatta, but the last war Regatta. These war Regattas make it too evident that there are so many of you former enthusiasts supporters away from home on a more serious, a more vital mission. Too often we are reminded that this job was handled by such and such a chap, or that this star performer can't be with us this year because he or she is performing more imperative duties with the Army, Navy or Air Force.

To you who have been active in Aquatic and Regatta affairs in years past, we send greetings on the eve of Kelowna's 38th International Regatta. It will be our fifth war Regatta, and we trust that before the 39th Regatta is staged most of you, at least, will be back to enjoy it.

In the meantime, we have tried to anticipate your wishes and keep the Regatta going. We have succeeded, and these war Regattas have been community affairs of which you may well be proud. But the greatest satisfaction we, who have struggled with the problems of staging a Regatta in these war years, have received is in the realization that when you return you will find the Aquatic, not as you left it, but actually improved and ready to serve you. It has been some satisfaction to us to know that this job was played some small part in keeping this Kelowna institution functioning and ready for you when you return; that the continuity has remained unbroken and this heritage can be passed on unimpaired for your children and your children's children.

In the meantime, good hunting, happy landings and a speedy and safe return.

W. A. MCGILL,

President, Kelowna Aquatic Association.

VERNON NEWS HAS NEW ADVERTISING MANAGER

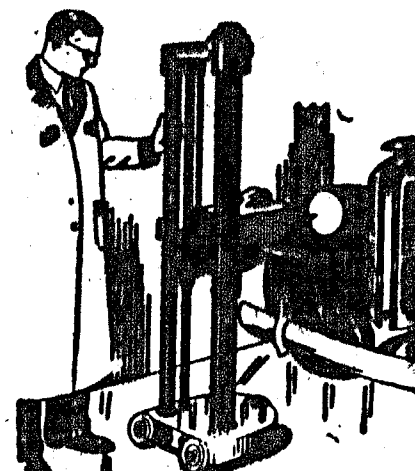
To assume the post of advertising manager of the Vernon News, Larry J. O'Donnell arrived in Vernon last week. He succeeds R. H. Robichaud,

who left Vernon recently to assume charge of the display and classified advertising sections of the Victoria Colonist, British Columbia's oldest daily newspaper.

Mr. O'Donnell, after leaving col-

lege was formerly with Regina daily newspapers and latterly made his headquarters in Edmonton in connection with work on the Alaska Highway project, where he served as a materials expeditor.

BEGG'S Dependable Service



HEADLIGHTS TESTED FREE

... have your headlights tested for intensity and focus. It takes but a minute and may save a life. Only reckless driving causes more accidents than improper headlights.

We are equipped with a Bean Tester, the most modern device on the market for this work.

Does Your Car Shimmy, Wander, Steer Hard, Wear Tires Unevenly?

WE HAVE ...

a new, modern "Bean" wheel aligning system. It eliminates steering troubles and worn tires. Makes your car a pleasure to drive. Inspection FREE.

HAVE YOUR FENDERS ...

straightened and refinished in our modern paint shop. Expert workmanship and reasonable rates in all branches of body repairs, painting, tops and radiators.

BEGG MOTOR CO.

LIMITED

Dodge - DeSoto

Phone 232

Chrysler - Plymouth



THE GOVERNMENT OF
PROVINCE OF BRITISH COLUMBIA

Congratulations and Best Wishes

... to the Citizens of Kelowna on the occasion of their

ANNUAL INTERNATIONAL REGATTA.

It is indeed a pleasant thought that a community can still take time for these amenities, can still lay aside, if only briefly, the pre-occupations of these days of stress and anxiety.

Kelowna is warmly to be congratulated on seeking to preserve intact this sequence of annual celebrations, with all the genial fellowship and keen sportsmanship which characterize them.

Today finds British Columbia deeply immersed in wartime activities, with every mill and mine, every farm and factory, working day and night in the interests of the war effort, and every resource pledged to Victory!

The menace is still grim, but the clouds are lifting. The New Day is at hand when men shall be free to plan and live their lives in peace and security.

There is no doubt that the cessation of hostilities will bring a lively movement of capital and population to British Columbia, that the Province stands on the threshold of another era of Progress and Expansion.

Travel and Settlement will soar to unprecedented levels. Both will be important factors in British Columbia's post-war economy. With its many advantages, British Columbia will be the Mecca for settlers from every part, and the Okanagan Valley—than which no section has a stronger appeal—may expect to participate handsomely.

The Department of Trade and Industry

Parliament Buildings,

Victoria, B.C.

E. G. ROWEBOTTOM,
Deputy Minister.

Hon. E. C. CARSON,
Minister.

BULMANS RUN THREE SHIFTS

Working three eight-hour shifts, with a payroll of 215 persons, Bulmans Limited, of Vernon, will reach the peak at the end of July of the biggest dehydration project so far undertaken in their business plant, the processing, by means of dehydration, of summer cabbage. Of the three shifts mentioned, two are working entirely on cabbage and one on green beans.

"Mother Nature does things her own way," said T. Ralph Bulman, explaining the extremely tricky

procedure of storing the cabbage in excess of daily requirements, which is rolling in a steady stream to the city from nearby acreage. The temperature has to be critically maintained," said Mr. Bulman, as he revealed that 65 tons of the vegetable, packed with the precious vitamin C, are run through the plant each day. At the peak, 100 tons daily will be handled.

Newsomers in the field of dehydration concentrate more or less upon potatoes, carrots and turnips, knowing the difficulties of storing green cabbage. Bulmans Limited are experimenting now on several equally touchy projects, that the precious food values may be preserved, not diminished or destroyed.

KELOWNA DOES IT AGAIN!

On the occasion of this 38th annual International Regatta, we would like to congratulate our good friends the citizens of Kelowna and district on the organization of yet another of those eagerly awaited and brilliantly successful events, marking the high spot of our summer season.

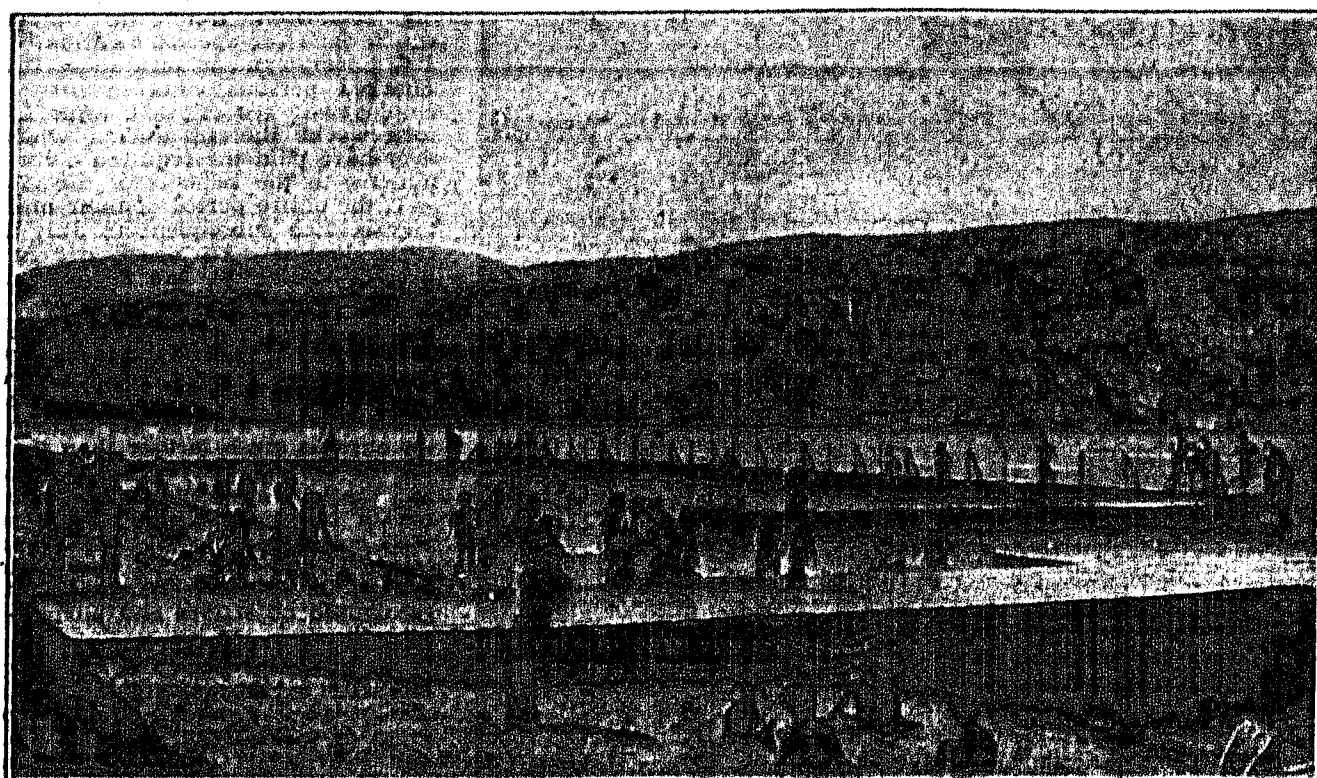
76

UNION OIL CO. OF CANADA LTD.

Makers of 76 Gasoline

J. WARD, Kelowna and District Agent

THE POOL AND BEACH



The fifty-yard pool is now taken as a matter of course, but it was only last year that it was first put into use to make the local facilities as good as any in Western Canada. Above, one is looking from the boat dock towards the pool. The ramp in the foreground is the entrance to the diving stand, which has now one, three and five metre boards. The pool itself has been improved this year with ladders and a diving board. To the left are the pavilion and the grandstand.

LADY CONTEST TO BE THING OF BEAUTY

Jaybees Preparing Breath-Taking Float—Fourteen Entries Expected

If present plans are carried to a successful fruition, the Lady-of-the-Lake contest this year will be one of the most outstanding events of this type ever held in the province. This year the Junior Board of Trade committee in charge is making every effort to surpass their previous high marks in beauty and contestants.

The float has always been something which brought ready applause from the spectators and this year promises to be no exception. Each year the general motif has been varied. Thus, one year there was the patriotic background, and last year the modernistic touch of black and silver was used.

This year, however, the float will fit right into the general scheme of bathing beaches and beach beauties. It will be a reproduction of a sandy beach. The Jaybees have gone to a great deal of trouble to make the float an effective one and it promises to provide a beautiful background for the Wednesday night show.

As for entries, the prospect is now for an entry list of at least fourteen. It is generally appreciated now that this is no cheap bathing beauty contest, but a dignified and beautiful method of selecting a Lady-of-the-Lake to rule over the Kelowna Regatta.

A full report of this portion of the Wednesday night program will appear in the Regatta issue on Tuesday.

TRY COURIER WANT ADVTs. FOR QUICK RESULTS

LT. GOVERNOR HEADS LIST OF OFFICIALS

Hon. W. C. Woodward Will Preside As Commodore At 38th Gala

His Honor Lieut.-Governor W. C. Woodward has graciously accepted the post of Commodore of the 38th Kelowna International Liberation Regatta and heads the list of officials as released by the directors of the Kelowna Aquatic Association. Vice-Commodores will include Major-General G. R. Peakes, V.C., C.B., D.S.O., M.C., Air Vice-Marshal F. V. Heakes, Brigadier M. F. Gregg, V.C., M.C.; Col. Cyril G. Beeston, M.C.; C. A. Cotterell, Mayor G. A. McKay, Hon. Grote Stirling, M.P., and W. A. C. Bennett, M.L.A.

Referees: Ken Muir and E. C. Weddell. Judges: Rowing, Canoes, Sailing, H. B. Evenden, A. Cameron, John Cushing, Swimming—E. C. Weddell, Nelson Matlock, C. D. Gaddes, P. Pettipiece, D. Loane, H. Anderson, Maurice Melkie, Roy Stibbs, Princess Walker, Diving—L. C. Reid, A. Patnik, B. Runcie, G. Athans, Sub-Lieut. F. Thompson, R.C.N.V.R.

Starters: Rowing, Canoes, Sailing, R. Seath, Swimming—Capt. A. Clappitt, Roy Longley. Coach: Roy Longley. Timers: Les Thomson, F. B. Lucas, W. J. Logie, W. Acheson, M. Melkie, P. Kitley, Roy Hunt.

Scorekeepers: Andrew Hughes. Announcers: D. C. Fillmore, J. W. B. Browne. Course Surveyor: D. McDougall. Course and Equipment: R. Longley. Rowing: Cliff Hoy. Medical Officers: J. S. Henderson, M.D., W. F. Anderson, M.D., Gordon Wilson, M.D.

Stewards: P. Campbell, Jim Tontenson, Owen Jones, Barbara Turner. Treasurer: R. G. Rutherford, C.A. Aquatic Association Officials. President: Wilson McGill; Vice-President: G. R. Bland; Directors: Huntly Gordon, Allan Gilroy, Lyle Sanger, Don Fillmore, J. J. Ladd, W. T. L. Roadhouse, Roy Pollard, Norman DeHart, Fred Campbell, Horace Simpson and Audrey Hughes. Secretary: Gordon Finch. Regatta Manager: Gordon Finch.

GET TICKETS EARLY FOR THURS. NIGHT

Spectators Must Be In Places At Park Oval By 7.45 For Commando Raid

W. T. L. Roadhouse, in charge of the Commando Raid which features the Thursday night show, emphasizes that spectators must be in their places in the grandstand by 7.45. This also applies to all who wish to watch the display from a viewpoint area forming the north-west corner of the City Park Oval. This is the part of the Oval occupied by the baseball diamond.

After 7.45 p.m., spectators will have to go around behind the grandstand from the Aquatic premises by the lakeshore road. Spectators there will get a fine view of the landing which is one of the most spectacular parts of the mimic battle, but their view of the final stages of the raid will be limited. This includes the Commandos fighting their way through the defences across the Oval to reach their objective, a radar station, at the Oval's north end.

The old tag, "The early bird catches the worm," will apply to this spectacular feature. Those in the top of the Park grandstand will see the whole show, but late comers of necessity will not have a full view of the complete action. The raid is too large an operation for every one to see all phases, but the whole battle will be described over the public address system and those who miss a clear view of part of the attack will know what is being done.

The Park will be closed and tickets for the whole night show, on Thursday will be sold at the gates. Cars will be routed through the southern gate opposite Simpson's office. It is expected that facilities will be available for the purchase of admission tickets on Thursday afternoon at a special booth. Those who get their tickets early will avoid the congestion at the gates. Large numbers of ticket sellers will be present, but lineups are inevitable if every one waits until 7.30 to enter the Park entrance, it is pointed out.

Mrs. W. G. Baillie, Mrs. E. Sherwood and Miss Connie Sherwood, of Vernon, are visitors at the home of Mr. and Mrs. R. A. Fraser.

DON FILLMORE IS ANNOUNCER

Well Known Kelowna Lawyer Has Important Job

Director Don Fillmore will handle the announcer's duties again this year at the Liberation Regatta and the presence of the popular barrister at the mike assures a good job.

Announcing the events is a full-time job on Wednesday and Thursday afternoons, when a full schedule requires that the races and other attractions be run off on time. The Kelowna Aquatic Association has achieved an enviable reputation in this regard and coaches always stress this factor.

Don will have a bigger responsibility than ever this year as there are a record number of contestants coming from all over the Pacific Northwest.

Good announcing is a vital factor in any gala's success and adds much to the spectators' enjoyment of the show. With two years' experience behind him, he can be depended upon to do an excellent job throughout the two Regatta days.

Quality You'll Enjoy

"SALADA" TEA

FOUNDED BY THE MISSES GORDON

Crofton House School

Accredited by the Department of Education

RESIDENTIAL AND DAY SCHOOL FOR GIRLS

New Buildings with Modern Equipment. Beautifully situated in 10 Acres of Well-wooded Grounds. Primary Classes to Matriculation. Music, Art, Speech Training, Home Economics. Gymnastics, Dancing, Games, Archery, Riding.

School Re-opens September 11 for Boarders — September 12 for Day Girls

Principal: Miss Ellen K. Bryan, M.A. Telephone KErridale 4390. 3200 West 41st Avenue, Vancouver, B.C.

Lovely Bedroom Suites

Come in today and see these Bedroom Suites while the selection is available.

- Modern in design
- Finest Materials
- Terms Arranged

Be sure to support
KELOWNA'S
LIBERATION REGATTA
Wed., Thurs., Aug. 2 and 3

O. L. JONES FURNITURE Co. Ltd.
Kelowna, B. C.

SUPPORT KELOWNA'S....

Liberation Regatta

AS A WORTHY WAR EFFORT ENTERPRISE

AND



REGATTA PROCEEDS FOR REHABILITATION OF OUR EX-SERVICE MEN AND WOMEN!

CALONA WINES LTD.



TODAY THEY
ARE FIGHTING
FOR YOU!

When Peace Comes... What Then?

When peace comes Kelowna and district will be called upon to help our war heroes back into the civilian life they relinquished to go crusading on our behalf.

One of the mainstays of this effort will be Kelowna's Rehabilitation Committee. This year's Regatta earnings have been earmarked for the furtherance of the work of this committee.

The Kelowna sawmill companies which serve you in wartime and in peacetime wholeheartedly endorse this cause and urge you to support....

KELOWNA'S 38TH ANNUAL INTERNATIONAL

"Liberation" Regatta

■■■■■

S. M. SIMPSON LTD.

KELOWNA SAWMILL CO., LTD.

Kelowna "Liberation" Regatta

— 1944 —

Net proceeds for
**WAR VETERANS'
REHABILITATION**

A good show for a good cause

SUPPORT IT!

Watch for our third Anniversary announcement
... it will be interesting!

Harry Mitchell
MEN'S WEAR SPECIALIST

CUTTER RACES BOTH AFTERNOONS

Penticton And Kelowna Sea
Cadet Corps Meet Thursday

One of the features of the open water events next Wednesday and Thursday afternoon will be races between crews of the Kelowna and Penticton Royal Canadian Sea Cadet Corps.

The boys will race Navy cutters, which they use for training purposes, and the well-trained crews should make a thrilling picture as they race down the course with each coxswain urging his boat on to victory.

On Wednesday the two Kelowna crews will race to decide which shall represent Kelowna against Penticton on Thursday. The Penticton corps is rated as one of the finest in the province, and it is expected that their crew will be hard to head at the finish line.

All crewsmen that will take part in the races have just returned from two weeks cadet camp at Whytecliff, near Vancouver, and are reported in top condition. The winning crew in the race between Penticton and Kelowna on Thursday afternoon will take the new T. Eaton Cup which has been presented for annual competition between crews of the Royal Canadian Sea Cadet Corps. This beautiful trophy stands 12 inches high and is a worthy addition to the many fine cups offered at the Kelowna International Regatta.

LONDON—Uttoxeter people wonder if they have a record in their new a day are served, and during the eighteen months the British Restaurant has been open they have not lost a knife, fork or spoon.

VICTORIA STAR HERE



Above, rotund Archie McKinnon, coach of the Victoria Y.M.C.A. team and a familiar figure and sound friend of the Kelowna Regatta, is congratulating Dick Bowden, who won the 100 yard backstroke Canadian title at Vancouver. Bowden is a member of the Victoria team now here. He was here last year, and is expected to win added laurels this year for the Victoria team.

All Regatta Proceeds To Help Smooth Path Of Returning Men

Net Proceeds From 38th International Regatta Will Be Donated To Kelowna And District Rehabilitation Committee To Assist In Seeing That All Returned Men Understand And Obtain All Benefits To Which They Are Entitled—Committee Has Already Done Fine Work—Is Performing An Increasingly Important Function As More And More Service Men And Women Return To Civilian Life

Important Community Service

THE decision of the Kelowna Aquatic Association to apply the net proceeds of the 1944 "Liberation" Regatta toward the work of the Kelowna and District War Veterans Rehabilitation Committee is a splendid recognition by the Association of the importance of the work which the committee is doing and will be called upon to do. It is also an opportunity for the citizens of this district to support this worthwhile local objective while enjoying Kelowna's premier annual celebration.

Although the Rehabilitation Committee was formed several months ago, there are perhaps many who have not yet realized the character and scope of the task which it has undertaken.

Canadian soldiers have played, and will play, notable parts in freeing the world from threatened tyranny. Some have made the supreme sacrifice. Sadly we realize that the same sacrifice will be made by many more. We can hold them in grateful memory, but they are beyond the need of help from us.

A comparatively few have returned maimed or rendered less fit physically to take up civilian life again. They are only the vanguard of the thousands like them who will follow. For them the re-adjustment to civilian life will not be easy. To help make it easier is no more than repayment, in part at most, of the debt we owe them.

Beyond them, again, are the tens of thousands who will one day put aside their uniforms, ready to turn their energies to the more prosaic but equally vital tasks of peace. The organization of our national life to absorb and usefully employ this immense force of trained and fit manpower is one of the major problems which Canada must solve.

We very properly look to our governments to assume the primary responsibility of formulating and carrying out policies to achieve the rehabilitation of those who come back less able than before to carry on and those who will be demobilized when war ends. Certain plans have been made and legislation enacted, aimed at helping men and women over temporary difficulties and providing also for permanent re-establishment.

Much more planning and preparation will be necessary if the disappointment and heartbreak which so many men experienced after the last war are to be avoided. While much remains to be done, a start has been made along lines which indicate on the part of the Government a definite realization of the need.

But plans and legislation alone will not do the job. In any consideration of rehabilitation, it must be kept in mind that in every case it is individuals who are primarily concerned. Each individual case must be considered and dealt with according to its own peculiar circumstances.

Three main factors are always involved, namely, the individual to be benefited, the Government program for rehabilitation, and the agencies aiming at fitting the program to the individual needs. That is where the local Rehabilitation Committee comes in, and that is where the citizens back of the committee have the chance to show the sincerity of their concern for our returning young men and women.

There are those who thoughtlessly say that this should all be handled by government agents, but however well disposed they may be, government agencies cannot possibly give the personal touch needed or have the contacts and familiarity with local conditions which are essential. Recognizing this fact, the Government has sponsored the formation of local voluntary rehabilitation committees throughout the country, composed of local men and women whose concern it is to see to it that

a post-graduate or professional course.

There is a sixth provision, differing somewhat from the others, which calls for special mention.

6. Unemployment Insurance. Discharged persons entering insured employment are entitled, after fifteen weeks therein, during which they have paid the required contributions, to the benefit of the Act as if the entire period of their military service subsequent to July 1, 1941, (the date on which the Act became operative) had been spent in such insured employment.

It is the responsibility of the Rehabilitation Committee to ensure that the benefits provided for are fully enjoyed by those entitled to them, but the work of the committee extends much farther than that, for its services have been sought and must be available for all manner of counsel and help for those who come back to us. Perhaps a better idea of the work it aims to do can be obtained by quoting its recognized objectives and purposes, as follows:

(a). To study and give necessary publicity in the community to all phases of the rehabilitation program as enacted by the Dominion and Provincial Governments from time to time.

(b). To become familiar with, and to examine and discuss in committee, every benefit and privilege available to discharged personnel.

(c). To advance suggestions to the proper authorities, Dominion, provincial or municipal, regarding those adjustments that may be needed to ensure that the rehabilitation program is adequate to fit the needs of our district.

(d). To survey local employment opportunities available for ex-service personnel, both fit and disabled.

(e). To use its influence to stimulate a preference in employment for ex-service personnel in business, industry and government service, whether Dominion, provincial or municipal.

(f). To encourage the development of adequate training facilities and to co-operate in the selection of suitable courses and training programs for individuals.

(g). To study and develop employment opportunities for physically handicapped discharged personnel in co-operation with such national or other agencies as may be available, and particularly to use its influence to facilitate wherever possible the return of discharged members of the forces to employment with firms with which they had previously served.

(h). To supplement in all possible ways the services of the Department of Pensions and National Health in the solution of any legal, social or other difficulties which veterans may experience, and in this respect to co-operate where necessary with such organizations as churches, veterans' service clubs, fraternal associations and welfare agencies.

(i). To take an interest in and, if necessary, initiate plans for the reception of returning veterans, and, if necessary, to assist in adjusting their return to the social, recreational and cultural facilities of the district.

(j). To explore and develop all avenues leading to the successful re-establishment of veterans in the social and economic life of the district and to co-operate with agencies having similar objectives. Besides assistance of a more general character, the committee has thus far been able to render special aid in respect of most of the benefits provided by the existing legislation, including vocational training, out-patients' allowances and educational benefits, besides, in a considerable number of cases, placing men in suitable employment. Over seventy returned men and women have registered, and every effort has been made to give all possible assistance to every applicant.

The following constitute the executive committee: R. G. Rutherford, chairman; O. St. P. Atkins, Vice-Chairman; J. J. Leach, Secretary; Robert Willis, Finance; J. J. Leach, Welcome and Welfare; H. V. Craig, Case and War Casualties; D. E. Oliver, Vocational Training; Thomas Wilkinson, Agriculture; M. A. Plant, Employment; Mrs. O. France, Women's Problems; T. F. McWilliams, Policy and Publicity.

FOR THOSE
UGLY RED
PIMPLES
Try Prompt Relief This Easy Way!
For unsightly blackheads and other blemishes, Cuticura contains tested medical ingredients. Soothes, helps relieve promptly. Promotes natural skin smoothness. See why thousands are grateful. Buy today! All drug stores.

CUTICURA
OINTMENT
& SOAP



KWONG'S CITY PARK CAFE

WELCOMES REGATTA VISITORS!

For....

DELICIOUS STEAKS and TASTY
LUNCHES
eat at the

THE CITY PARK CAFE

Across from the Aquatic Club and City Park



Support....

KELOWNA'S 38th INTERNATIONAL REGATTA

and you back the efforts that are being
made and will be made to rehabilitate
our ex-service men and women.

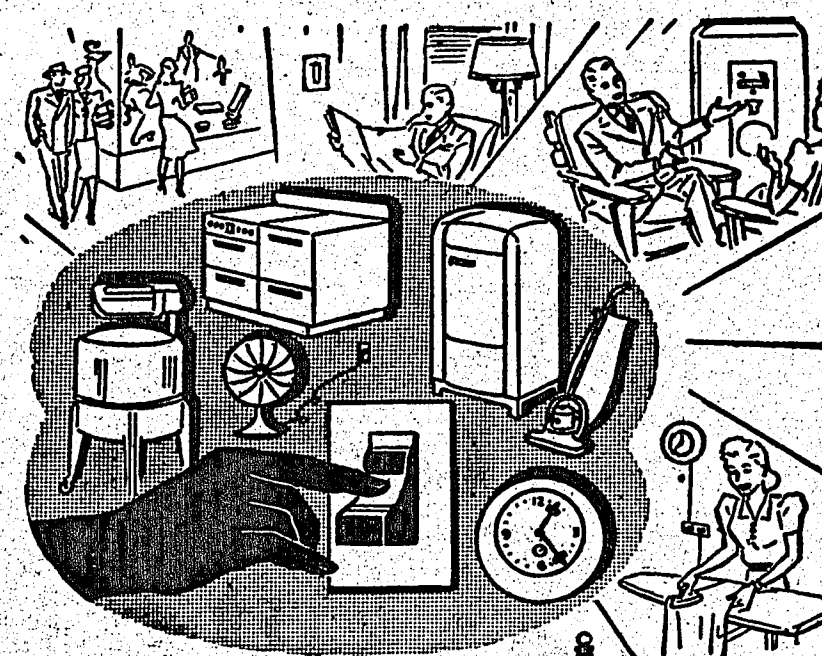
D. R. BUTT & SONS

Wholesale Tobaccos and Confectionery

Kelogan

RADIO & ELECTRIC

— PHONE 36 —



**ELECTRIC CONTRACTORS
RADIO SALES AND
SERVICE**

**VICTOR RECORDS
SHEET MUSIC**

**WELCOME—
REGATTA VISITORS!**

A WELL-EARNED....

Salute

TO THE CITIZENS OF

KELOWNA

who have made the

ANNUAL INTERNATIONAL

REGATTA

one of the premier water shows in Canada
and the "Best in the West."

BULMAN'S LIMITED

VERNON, B. C.

Processors of Okanagan Fruits and Vegetables

First:-

in the Field
in Quality
in Popularity

Made by Special, Exclusive
Burns' process of choice
ham and shoulder meats.



THE MEAT OF MANY USES

Spork



Cold or Hot Spork hits the Spot!

PUMPS

Pumps of all types for home and farm use and irrigation works. Expert ADVICE and INSTALLATION.

— AGENTS FOR BEATTY and DURO PUMPS —

SCOTT PLUMBING WORKS

Plumbing - Heating - Sheet Metal
PHONE 164 or 559-L.

SALVAGE...

your

- OLD
- LAWN
- MOWER

new ones are hard to get!

No matter what shape your old mower may be in, let us have a look at it to see if it can be rebuilt for further work. THERE'S MANY MORE YEARS' USE IN YOUR OLD MACHINE! Let us fix it up for you.

WE BUY OR EXCHANGE OLD MACHINES

J. R. CAMPBELL

THE LAWN MOWER EXPERT

Phone 107 Corner Abbott and Park Ave.

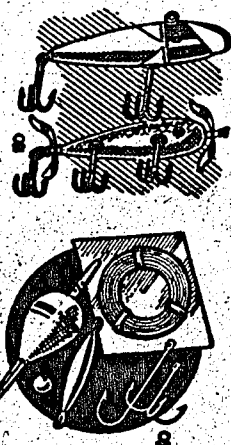
Attend Kelowna's "Liberation" Regatta

SPURRIER'S

The Finest Sporting Goods Store in the Interior

WELCOMES...

REGATTA VISITORS



See Spurrier's For FISHING TACKLE

- SPOONS • PLUGS
- TROLLING LINES
- TACKLE BOXES
- LEADERS
- HOOKS

Ask JOE SPURRIER for full information about district lakes.

You'll find all available Sporting Goods on the market at SPURRIER'S

SOUVENIRS—

- INDIAN CRAFT • POST CARDS
- LEATHER GOODS

INDIAN SWEATERS

THURSDAY'S NIGHT CONCERT IS OUTSTANDING

Variety Show On Lake Barge Will Follow Commando Raid

The Thursday night concert that follows the spectacular Commando Raid will be staged on a large decorated barge moored in Okanagan Lake, and the program promises to be excellent entertainment for the thousands who will be there to enjoy it.

Spectators will be directed to the site of the concert by a band which will march off after the conclusion of the mimic battle staged at the City Park oval at 8 p.m.

The beautifully decorated and lighted barge will be placed just a few yards south of the Aquatic grandstand, and thousands will line the beach to enjoy the fine music and special events under the stars. A concert of unusual merit is promised by Saxie DeBlas, conductor of the Penticton City Band, which thrilled the huge crowd last year with its fine music. Acts from light opera and current hits will make up a program that both young and old will enjoy.

The special entertainment during the one-hour show will include fancy diving by Al Patnik, George Athans and Ted Rau, which is a great show in itself. These great divers represent the finest exponents of fancy high diving in America, and a special platform built on the barge will give them full scope for their exhibition.

Water skiing will be an added event which will provide thrills for the spectators, and a number of surprise novelties will make the Thursday night concert a variety show of exceptional merit.

This concert will ring down the curtain on the finest International Regatta in Kelowna's history, and as a fitting climax there will be a super fireworks display at 10 p.m.

Max dePlyer, who directs the display from a barge out in the centre of the lake, states that the fireworks secured this year are the finest possible. He promises a thrilling spectacle that will long be remembered by both young and old, as pinwheels and rockets arch into the purple night against a background of stars.

The next big Valley event

AFTER

The Kelowna Regatta on

2nd and 3rd August

and the

Vernon Kinsmen's Carnival and Sports 16th and 17th August

will be

THE INTERIOR PROVINCIAL EXHIBITION

Armstrong, B.C.

Get Prize List from your local paper office, or write to

MAT HASSEN, Manager, ARMSTRONG, B.C.

Sensational Diving Assured This Year With Patnik, Athans

Al Patnik Is Acknowledged To Be The Best Performer On The Springboard In The United States—Will Team With George Athans To Give Exhibitions That Will Equal Anything On Continent—Expert Claims Patnik Has All The Good Points Of Previous Record Holders Rolled Into One—Is Probably Best In World

"Can't Give Patnik Too Big A Play"

THE people of this area are extremely fortunate in having the opportunity of seeing Al Patnik, Seattle diver, perform. Patnik is here for both days and is teaming with George Athans in several exhibitions. One of these men alone is sufficient to bring plaudits from those who know diving, but the two of them together is something which only major swimming centres have been privileged to see. Working with them will be the young Victoria star, Ted Rau, who is no mean performer on the high boards himself.

Patnik is said to be the best in the world today, in previous championship events in the United States he placed third, but that was two years ago and these contests have been discontinued on account of the war. Today the consensus of opinion of American diving experts is that Patnik would easily win the crown.

To say that he is the best in the United States is the same as saying that he is the best in the world, as the Americans have never failed to take all diving places at the Olympic Games.

Al Stott, of the Victoria Colonist, writes: "You can't give Patnik too big a play. He is quite the finest diver who has been in these parts and is a grand fellow as well. In case he has not given you a list of his dives, he has several spectacular stunts, including a twisting gainer-and-one-half that is worth a play."

Archie McKinnon, who is generally conservative in his remarks, says: "We have had the pleasure of seeing Patnik and Athans dive twice in Victoria and we packed the house both times. They are a splendid team. I have seen practically all the great divers since Al White of Chicago—Pete Desjardins, Mickey Riley, Dutch Smith, Freida Semka, Al Greene, Frank Kurts, Dickie Deger—and I think that Patnik has them all beat. I have talked to other experts and they say that Fred Cady, who is rated as the best diving coach in America—and that means the world—because the Americans have never lost a place in the men's three metre diving at the Olympic Games—says that Patnik has all the qualities of the rest of them rolled into one. You can quote me if you like. I do not mind, because I have studied diving all my life and I think that I know something about it."

That is expert opinion regarding Patnik. It should be sufficient to convince even the most sceptical that in the diving this year the Regatta will definitely have something, there are few people who do not get a thrill from a graceful dive.

George Athans is no slouch either. He has represented Canada at the Empire Games and was very prominent Olympic material when the war put a stop to those events. He is recognized as the best in Canada and ranks high in the United States. He has performed here before and has always pleased and thrilled the crowd. He is known here as one of the best sports to participate in Regattas here.

Two years ago he found the clown diving act here was a little weak. He took part to give it a bit more zip, and he unfortunately broke his arm.

Ted Rau will dive with these two men and he can be depended upon to give a good performance. He is the Victoria chap who did so well last year.

RODDY ANDREWS CAN'T MAKE IT

No Plane Seat Available From San Francisco

Roddy Andrews, crack San Francisco Olympic Club junior swimmer, will not be able to return to B.C. for the Regatta.

He won six junior titles at the Canadian championships in Vancouver and wanted to come to Kelowna in the worst way. Unfortunately, a swim meet required his presence in the city by the Golden Gate immediately after the Vancouver meet, and he flew back.

His last words were an expression of hope that he could get plane connections for a quick return to B.C. However, a wire received last Friday brought the sad news that no plane transportation was open. It was a sad disappointment for the directors, as Roddy was the star of

LIFEGUARDS DO FINE JOB

Barbara Turner And Owen Jones Guard Youngsters

Lifeguards at the Aquatic this summer are Barbara Turner and Owen Jones and both youngsters have done an excellent job looking after the youngsters who swarm along the beach fronting the pool and diving stand.

In addition to their lifeguarding duties they assist in odd jobs around the association premises when not on duty at the pool. They also play an important part in instruction during the free swim classes which are a feature of the Aquatic. These classes have trained hundreds of youngsters to swim and are a vital community service. From these boys and girls have come many fine swimmers who have brought fame to Kelowna. Many of them are now in the armed services.

HELP PLAN THEIR HOMECOMING!



1944 Regatta proceeds will go towards the rehabilitation of our ex-service men and women ... so—

LET'S ALL GO!

KELOWNA 5c TO \$1.00 STORE

Owned and operated by SHIRREFF BROS.

AS GREAT—AS GOOD—AS WELL KNOWN AS

THE KELOWNA REGATTA

SUTHERLAND'S Ideal Bread

High in Vitamin B1 content

Made in Kelowna by Kelowna Bakers for Kelowna People.

YOU CAN BUY NO BETTER

If you haven't tried Sutherland's Ideal Bread there is a pleasant treat in store for you. It's rich in flavor—wholesome in goodness—smooth in texture.



Phone 121 and have a loaf delivered to your home today.

SUTHERLAND'S BUNS and ROLLS

are unexcelled.

SERVE THEM ALWAYS!

Made by

SUTHERLAND'S BAKERY LTD.

Kelowna, B.C.



Success to the Regatta!

May we extend to the people of Kelowna our congratulations on the occasion of their 38th annual International Regatta. It is our sincere wish that the event may prove most enjoyable and successful, that it may fully achieve its objective in raising a substantial fund towards the re-establishment of Kelowna's heroic service men and women in civilian life.

WHALEN INSURANCE LIMITED

An Insurance Brokerage Service

HALL BUILDING, VANCOUVER

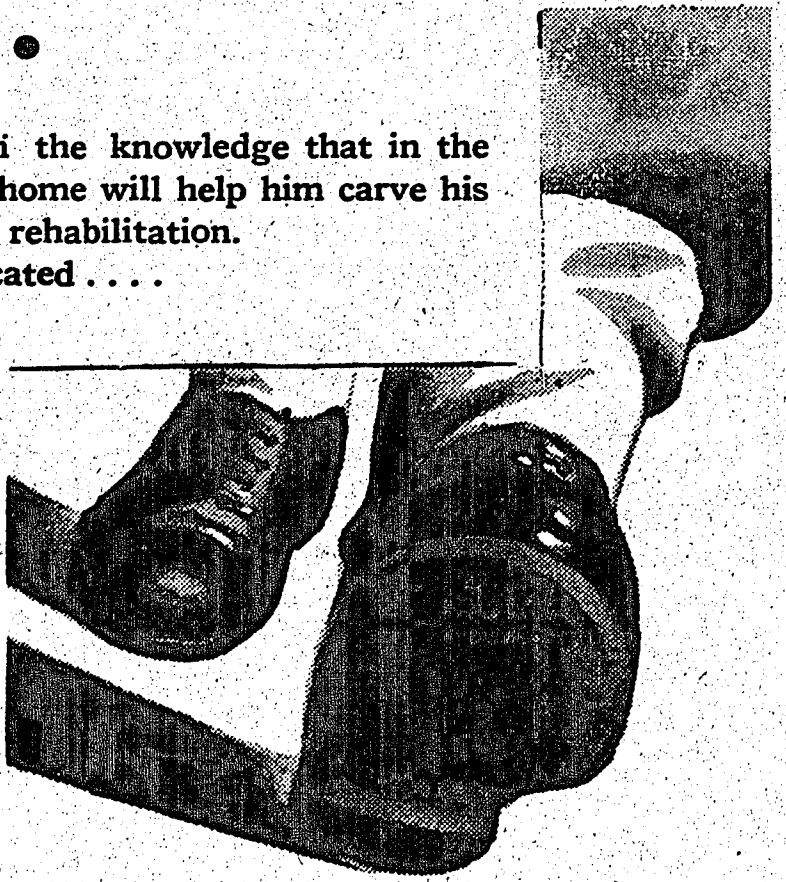
When Johnny Comes Marching Home

He'll step lightly in the knowledge that in the peace he has won, we at home will help him carve his niche . . . help him in his rehabilitation. To this cause is dedicated . . .

KELOWNA'S "LIBERATION"

REGATTA

August 2 and 3



OKANAGAN TELEPHONE COMPANY

THE KELOWNA STEAM LAUNDRY

Urges the citizens to support Kelowna's

38th International

REGATTA

Receipts in aid of rehabilitation work.

